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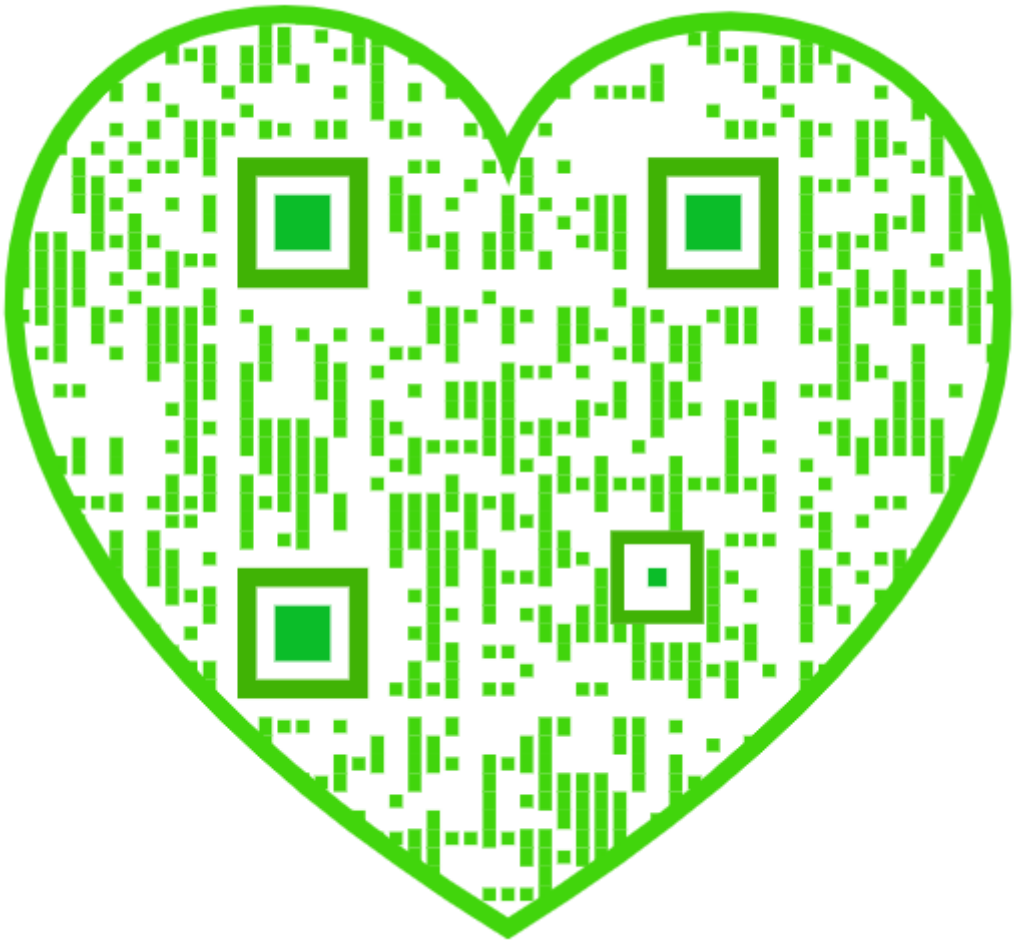

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Master Negative Storage Number

PSt SNPaAg177

CONTENTS OF REEL 177

1) The Tobacco world, v. 38, 1918
MNS# PSt SNPaAg177.1

Title: The Tobacco world, v. 38

Place of Publication: Philadelphia, Pa.

Copyright Date: 1918

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130 0 Tobacco world (Philadelphia, Pa.)
245 14 The Tobacco world
260 Philadelphia, [Pa. $bs.n.]
300 v. $bill. $c38 cm.
310 Monthly $bApr. 1936-
321 Weekly $b<1902>-1909
321 Semimonthly $bJan. 1910-Mar. 15, 1936
500 Description based on: Vol. 22, no. 1 (Jan. 1, 1902); title from caption
500 Published by Tobacco World Corp., Philadelphia, Pa., <19__>-
500 Some combined issues
500 "Devoted to the interests of importers, packers, leaf dealers, tobacco and cigar manufacturers and dealers."
500 Occasional missing and mutilated pages
515 Vol. 22, no. 38 (Sept. 17, 1902) mismarked as v. 22, no. 37; vol. 52, no. 14 (July 15, 1932) mismarked on cover as v. 54, no. 14
533 Microfilm $mv.22,no.1 (1902)-v.22,no.20 (1902),v.22,no.22 (1902)-v.22,no.33 (1902),v.22,no.35 (1902)-v.22,no.51 (1902),v.22,no.53 (1902)-v.24,no.42 (1904),v.24,no.44 (1904)-v.25,no.44 (1905),v.25,no.46 (1905)-v.26,no.42 (1906),v.26,no.44 (1906)-v.26,no.48 (1906),v.26,no.50 (1906),v.27,no.1 (1907)-v.28,no.11 (1908),v.28,no.13 (1908)-v.63,no.6 (1943),v.65,no.1 (1945)-v.65,no.12 (1945) $bUniversity Park, Pa. : $cPennsylvania State University $d1998 $e38 microfilm reels ; 35 mm. $f(USAIN state and local literature preservation project. Pennsylvania) $f(Pennsylvania agricultural literature on microfilm)
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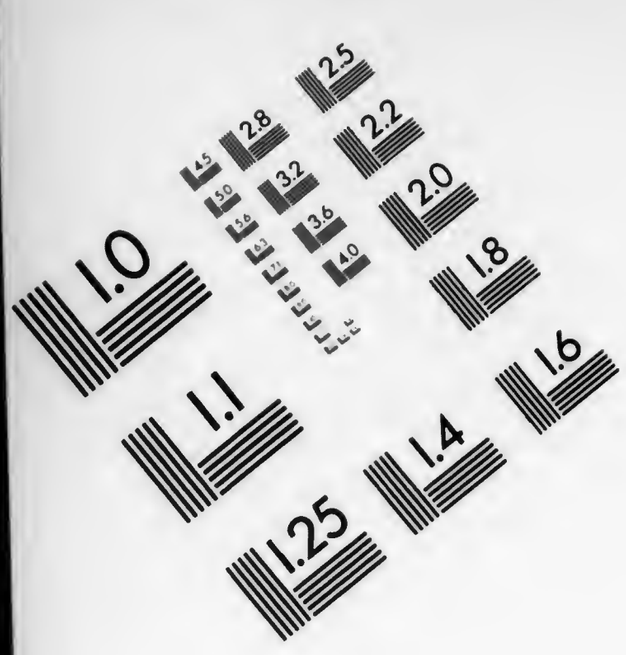

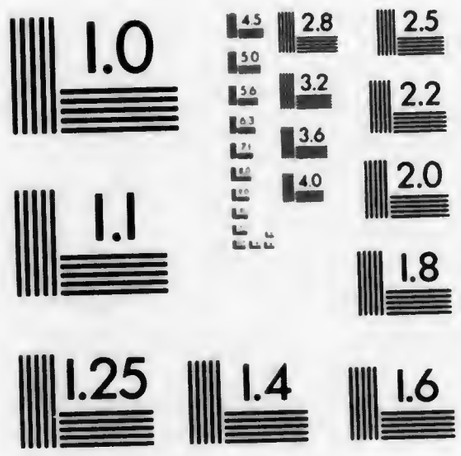

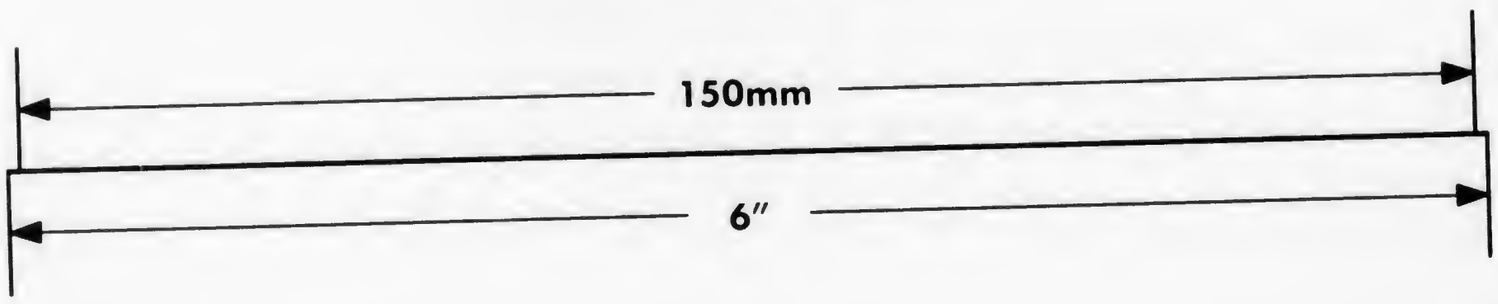

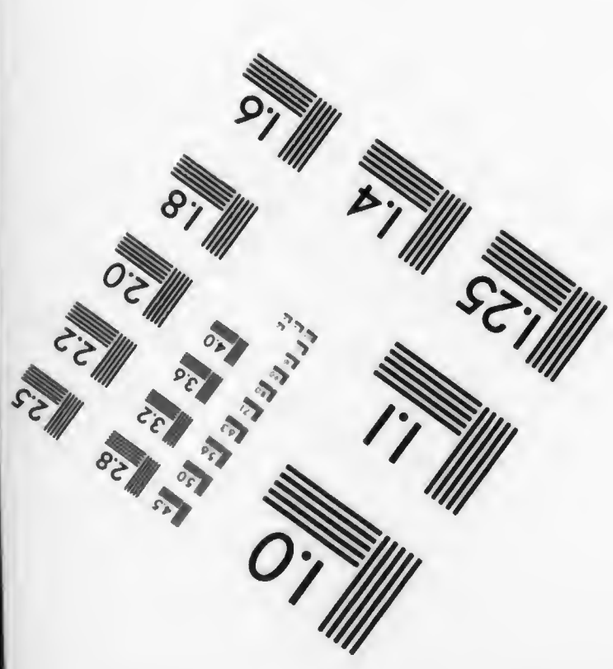

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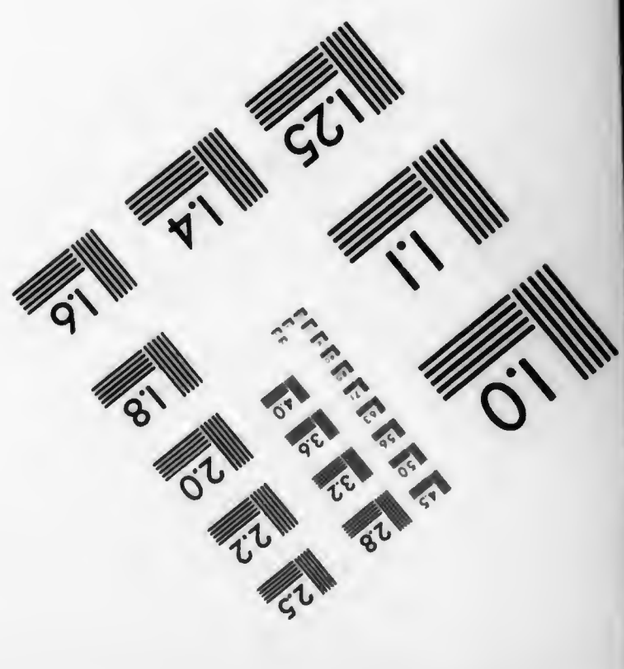

FILMED
AS
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Volume 38
1918

ing Room

A Happy and Prosperous New Year to You

VOLUME 38 NO. 1

The TOBACCO WORLD

JANUARY 1, 1918

PORTO RICO

STRIPPED and BOOKED
P. R. SHORTS

From only the choicest districts in PORTO RICO

FANCY UNSTEMMED DOMESTIC FILLER

We are pleased to send samples of any grade upon request

S. LOEWENTHAL & SONS

123 Maiden Lane New York City

317136

MADE IN BOND

FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

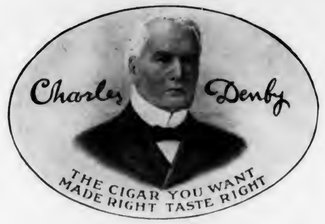
CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

"The Cigar that holds the confidence of the smoker pays retailers best"



This is the brand that is leading the trade everywhere to a full appreciation of the value of standard made cigars

The **"CHARLES DENBY"** satisfies the smoker because it is good, and the merchant because it sells.

H. FENDRICH, EVANSVILLE, IND.
Makers of good cigars for over 67 years

TRADE MARK
Reg. U. S. Pat. Office

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand
Clear Havana Cigars

OFFICE AND FACTORY: TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

M. MELACHRINO & CO., Inc.

EGYPTIAN CIGARETTES

You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. | London, 8 Regent St., S. W. | Capetown, South Africa | Calcutta, 10 Government Place | Alexandria, Rue Cherif Pacha | CAIRO, Head Office and Factory | Hamburg, 18-20 Grouse Backerstrasse
AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD PRICE LIST UPON APPLICATION

1790 BROADWAY, NEW YORK

New Year Greetings 1918

To The Trade:

We greet you at this usual time of joy—to wish you happiness and prosperity in plenty—to hope with you that the dawning year may soon behold our warring world at peace.

H. FENDRICH
Cigar Manufacturer
EVANSVILLE, IND.

ROCKY FORD CIGAR

HAND MADE — DELICIOUS FLAVOR

MANUFACTURED IN OUR NEWARK, N. J., FACTORIES

We also manufacture, at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 4 for 10c—2 for 5c—3c each and 3 for 10c., giving the Jobber and Retailer an exceptional margin of profit.

UNION AMERICAN CIGAR CO.
General Offices, Pittsburgh, Pa.

For Gentlemen of Good Taste

SAN FELICE

San Felice CIGARS

The Deisel-Wemmer Company
LIMA, O.

DEALERS
There's a Big Demand for

FLOR DE MELBA

The Cigar Supreme

They're quite a bit better than others. All popular shapes.

Sell for 3 for 25c, 10 c straight, 2 for 25 c, 3 for 50 c and 25 c straight.

Our national advertising helps you sell FLOR DE MELBAS.

Thousands of satisfied FLOR DE MELBA smokers help you increase your business.

See your jobber now, or write us

I. Lewis Cigar Mfg. Co. - Newark, N. J.
Largest Independent Cigar Factory in the World

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.
PHILADELPHIA

Everywhere

Monarch Size — Conchas Size
Selling at 5 cents Straight
Ask Your Jobber
NEUMANN & MAYER CO.
Manufacturers
Office 117-123 S. 2nd Street, Philadelphia, Pa.

EFFICIENCY! PROMPTNESS! SERVICE!
Quality Cigar Labels and Bands
ADOLPH FRANKAU & CO.
INCORPORATED
129 FIFTH AVENUE, NEW YORK
TRADE B B B MARK
Selling Agents for Heywood, Strasser & Voig Litho. Co.
Cigar Box Labels, Bands and Trimmings
of the Highest Quality
HARRY PROCHASKA, Manager Cigar Label Dept.

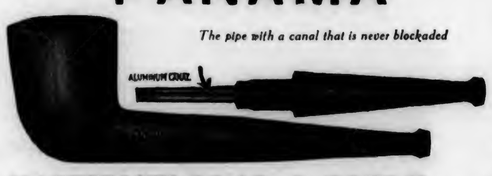
H. S. LOEWENTHAL S. LOEWENTHAL B. LOEWENTHAL
S. Loewenthal & Sons
Importers of Havana and Packers of Leaf Tobacco
123 MAIDEN LANE, NEW YORK

YEARS OF EXPERIENCE HAVE MADE
PUNCH
A Cigar with Hardly a Rival
MANUEL LOPEZ, Proprietor, 28 Rayo St., Habana, Cuba
AUGUST KUTTNAUER, General Representative, 235 FIFTH AVE., NEW YORK

ESTABLISHED 1867
Y. Pendas & Alvarez
WEBSTER
CLEAR HAVANA
CIGARS
Our Motto: "QUALITY"
Office and Salesroom, 801-803 THIRD AVE.
NEW YORK CITY

HAVANA CIGARS
ROMEO Y JULIETA
The Leader in all the
World's Markets
U. S. Representative: Wm. T. Taylor, 93 Broad St., N. Y. City.

PANAMA
The pipe with a canal that is never blockaded



Established 1851
TRADE C.P.F. MARK
The final word in pipe construction. The merits are so obvious that no smoker can fail to appreciate this pipe.
A big hit with smokers everywhere because it is the most easily cleaned pipe ever devised.
KAUFMANN BROS. & BONDY, 33 East 17th St., New York

Volume 38 THE TOBACCO WORLD Number 1

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, January 1, 1918 Foreign $3.50

Present Day Conditions Are Helping to Weed Out Incompetent Retail Cigar Dealers

STANDING on the threshold of a new year and glancing back over a period of unprecedented trade conditions we cannot help but feel the greatest optimism in viewing the prospects of 1918.

The cigar manufacturing industry has labored under burdens that would have seriously affected a less substantial business. It became necessary for the manufacturers to increase prices to a point where the consumer has been compelled to share the expense of producing and marketing the products made for his sole convenience and comfort.

Perhaps it has been a great stroke of fortune that has made it necessary for the retail dealer to induce the consumer to pay the increased price of the various tobacco products. We emphasize the fact that it is the retail dealer who has been forced to explain the necessity for the increased price because the retail dealer has long needed something to wake him up, and to lift him out of the class of a mere "order-taker."

We refer to the average retail cigar dealer who is proprietor and clerk combined, or who perhaps has one clerk in addition. Consumer advertising in various forms, backed by a meritorious product, has built up a national business for hundreds of brands of cigars, cigarettes and tobacco. The *average* cigar dealer has stocked the brands selling biggest in his territory, opened his doors and waited for trade to come in and demand these goods. They have in a majority of cases done this. The proprietor has, with very little effort, been able to get $12 or $15 a week for himself out of it—and has been content. He has never stopped to realize that the vast proportion of his trade has been created by the manufacturer and jobber, and *not* by his own efforts. Nor does he figure that although he has given the cigar manufacturing industry one more outlet for their products he has actually created very little new business, or done much to increase their output.

In the case of the $43 cigar the dealer must get six cents. Merely saying "six cents" will not put that extra penny in his cash register. He must now exercise some of the fundamental principles of salesman ship. He now begins to be a real merchant—he is actually *selling* something, not taking an order for it.

This is why we believe that present conditions may prove the silver lining to the cloud. Now the retail cigar dealer must do a little more work, he must try to *sell* his goods, and gradually he becomes a better merchant. And as he becomes a better merchant, he finds new ways and new methods to increase his business. So that finally, when he is fully awake, he discovers that he is selling more cigars at increased prices than he did under old conditions. Thus he proves to himself the difference between a storekeeper and a merchant.

In many lines of merchandising the public is paying a greatly increased price for an inferior article, not due to profiteering but to conditions over which the manufacturers have no control. But the retail cigar dealer can say unhesitatingly in the majority of cases that while the goods he offers are higher in price the standard of quality has been maintained.

Every cigar manufacturer realizes the necessity of maintaining a quality standard, and it is safe to assume that as long as tobacco is obtainable it will not be purchased for a price consideration but for the maintenance of an inflexible quality standard.

And while retail merchants in many lines are compelled to secure higher prices for their goods they are compelled to admit in all fairness that the quality is not equal to the old standard, but the retail cigar dealer in asking the higher prices can, for the present at least, assure the consumer that the quality has been maintained.

Let no retail dealer hesitate to work hard for the higher prices. The laboring man who is by far the greatest consumer of tobacco products is receiving more for his efforts than ever before. While he is, like all of us, paying more for everything he will not consider stinting himself on cigars and tobacco. When we are subjected to unusual strain or great excitement we smoke more than ever, and statistics for the past year prove this to be nationally true.

And he who hesitates over the small raises that have thus far been necessary may ponder over the statement of one of the largest cigar jobbers in the country who predicts that the increases in the tobacco industry instead of being ended have only just begun. The stogie as the standard five-cent cigar is not improbable.

You Need The Daylight Saving Bill Do Your Share Toward Having It Adopted

HOW well was *your* coal bin filled during the recent coal famine?

Frankly, did *you* happen to feel the pinch of cold?

If your house or apartment was chilly, if your own body felt discomfort because a coal famine and a blizzard arrived at the selfsame time, then saving fuel and preventing a recurrence of such a condition is a subject of real personal interest.

DO YOU THEN, WANT TO HELP YOUR GOVERNMENT SAVE COAL?

There's just one sure way to save coal—use less coal!

There's just one sure way to use less coal—use daylight instead of artificial light. Use to the limit nature's lighting plant.

One person can't effect this economy, one organization is equally powerless. It must be nation-wide.

How shall it be accomplished?

Secure the passage of the Daylight Saving Bill. That is the *answer.*

The second War Session of Congress was begun on Monday, December 3rd. The President's message expressed the country's true and real purpose in prosecuting the war, and the prompt response made by Congress in carrying out the President's recommendations further served to eradicate any lingering doubt that may have existed as to the single-minded purpose of America in the great job it has in hand.

There will be no dearth of business for Congress during the next few months. This body of lawmakers has undoubtedly found many tasks awaiting it, each clamoring to be *"first."*

No Pigeon-Holing This Time

Supporters of the Daylight Saving bill have issued formal notice that this bill shall not be again pigeon-holed if there is any chance to prevent it, and unquestionably Congress will very shortly be asked to listen to the arguments in its favor.

These arguments are eloquent ones. They should be heard. The bill should be passed.

The great coal shortage that is existing in the country is sufficient reason, if the bill had no other backing.

Statistics have been published showing that in the Summer of 1916 England saved 300,000 tons of coal by turning the hands of the clock forward an hour.

Even Germany Knows Its Value

Twelve European countries, including England, France, Germany, Austria-Hungary, Italy, Denmark, Sweden, Holland and Portugal, have profited by the "Daylight Saving" act. Australia has adopted the plan also.

The value of the Daylight Saving movement is indisputable. Its importance as a war economy measure can hardly be overlooked.

City lights are ordered dimmed and manufacturing is curtailed to save fuel. The necessity for such saving becomes more and more apparent.

We ardently supported the Daylight Saving movement when it was before the public last year. We earnestly do so at this time.

Congress will have many tasks demanding attention; but the "Daylight Saving" bill is not one that should be regarded as trifling, and put aside.

Why Should We Hesitate?

If some of the European countries have adopted the Daylight Saving plan as a war measure, why should America hesitate?

Numerous suggestions and recommendations have been made looking to a saving of light as a fuel economy measure.

Numerous efforts have been made to put the recommendations and suggestions into practice.

Little Actually Accomplished

These efforts have been rather abortive, as a matter of fact.

With due respect to the intent of those who made the suggestions, they have not covered the ground adequately. The light economy efforts have not been sufficiently *hard hitting.*

The war will never be won by half-way methods.

Sporadic, spasmodic economy measures, whether applied to fuel or food saving, amount to little.

Lowering the lights on the Great White Way for a certain number of hours each evening, two lightless nights a week, undoubtedly helps some. But they only alleviate, they do not cure the disease.

It is a superfluous statement to say that there is *only one* Great White Way. There are only a few cities in the country where the dimming of electric signs could have any material effect as a fuel saving measure.

There are millions of homes, hundreds of thousands of business firms and organizations.

Think, only think what turning the hands of the clock ahead one hour would mean in coal saving if every home, every business, small and large, entered into the scheme! And they would be compelled to.

Write to Your Congressman

We urge that every reader of this paper write to the Congressman and Senator representing at Washington his or her State, on this vital subject.

Individuals, not large corporations only, put their shoulder to the wheel in floating the liberty loans. Individuals are interested in saving and serving. The army is made up of individuals.

See this thing in the right light, people of America. Urge your Senators and Congressmen to pass the Daylight Saving Bill so that you may have this opportunity to further aid in winning the war.

President Wilson has endorsed the Daylight Saving Bill. It has the unqualified approval of Federal Fuel Administrator Garfield.

Urge Its Immediate Passage

Write to the President and to Dr. Garfield, urging that they give further support to the bill, that they *work* for its immediate passage as well as place their stamp of approval upon it.

The readers of this paper will undoubtedly be interested to know that this editorial has been syndicated

(Continued on Page 8)

New Year Ushers in Smaller Sizes and Higher Prices for Clear Havana Lines

ON several occasions the attention of manufacturers of clear Havana cigars has been directed to the rising costs of these goods. In only a few isolated cases was the word to the wise sufficient. However, before the year drew to a close down on Tampa Bay, a considerable number of manufacturers, located in that city, had become acquainted with the actual costs of some of their sizes for the previous six months. It is quite fitting that Tampa is a resort as well as a cigar-manufacturing center, for not a few manufacturers discovered that they had been working, recently, largely in the interests of their health, so far as could be determined from the profit side of the ledger.

Conditions that have existed in the seed and Havana lines exist in clear Havana goods. It seems more than strange that the trade has not taken cognizance of this fact. The clear Havana manufacturers cannot continue to give the large values in their cigars that they have in the past, in order to meet competition of various kinds.

The retail dealer probably never stops to figure what a clear Havana cigar costs to manufacture. Quite properly he is interested largely in his profit. But the dealer must bear in mind that the manufacturer must have some profit or else this class of cigar must disappear.

The smoker of clear Havana cigars is a distinctive smoker. Consumer business of this kind is substantial, and less easy to change than any other. No one has successfully imitated the clear Havana cigar, and we doubt if it ever will be done. A clear Havana smoker is not long fooled by "something just as good."

Here is a business that must be protected by the retailer. It represents a high-class trade and a steady one. But to continue to maintain quality and sizes, the manufacturer of clear Havanas must get more money for his goods. The old ten-cent- and two-for-a-quarter sizes are going, in some cases have gone already. New and smaller sizes will take their places. This is absolutely necessary if clear Havana smokers insist on paying no more than formerly. One and two cents, and in some cases five cents, will have to be added to the retail prices of most of the old sizes.

A certain clear Havana manufacturer shows a loss of one dollar and twenty cents a thousand on a big selling ten-cent size. Doubtless many other manufacturers are as bad off, or worse. The costs of their tobaccos have risen anywhere from fifty per cent. to two hundred per cent. The average cost of making clear Havana cigars in Tampa is no less than twenty-one dollars a thousand, with conditions indicating a further increase in this cost.

Most clear Havana lines are sold direct to the retailer, few factories having more than three or four jobbers. There never has been a sufficient margin in clear Havana lines to allow two profits, hence the distribution has been worked by factory salesmen almost entirely. And for this reason no Tampa clear Havana factories, with two or three exceptions, have ever been able to obtain outputs approaching some of the seed and Havana, and shadegrown productions.

Right in Tampa today the old standard sizes of certain clear Havana brands are selling for eleven and twelve, and sixteen and seventeen cents each. In fact, Tampa tobacconists are getting better prices for their goods than the retailers of any other city. Their volume of business has not diminished. There are several reasons for this, but the chief one is that the consumers in Tampa know just what the cigar manufacturers are facing; they know that prices must go up, and the consumer must pay. The smokers of Tampa know that the clear Havana industry is the prosperity indicator for Tampa, and they know that the manufacture of clear Havana cigars must be kept profitable or there will be no work for thousands of well-paid cigarmakers.

The readjustments in the seed and Havana lines and shadegrown lines are vital to the clear Havana industry. The higher prices and smaller sizes will obtain with practically all of the clear Havana manufacturers. The retailer will have to educate his clear Havana customers to these conditions. The only alternative is for the manufacture of clear Havana cigars to cease.

It is reasonable to believe that not only because of the readjustments already made in the cigar industry, but because of the type of the clear Havana smoker, the new prices and sizes in clear Havana lines will be more easily introduced.

The clear Havana business is a profitable retail proposition if properly handled. Of all the different classes of cigars produced in the United States, the clear Havana business today probably represents the smallest number of smokers. Yet, in the face of the changes already made, and to be made, the alert dealer cannot only maintain his clear Havana business, but can build it up if he will get behind his counter and work.

NEW CIGAR HEAD FOR BEHRENS DRUG CO.

The Behrens Drug Company of Waco, Texas, announces that January 1, 1918, J. B. Logan succeeds W. W. Haynie as manager of the cigar department of that firm. This company entered the cigar field on April 1, 1917, and in a short time has built up a large business on their brands. They concentrate on the products of Antonio Roig & Langsdorf, Horace R. Kelly & Company, P. Lorillard Company, Cien Porciento Company, Louis Heitman & Company, Merchants Cigar Company, and Geo. Kohler & Company.

Mr. Logan who is the new head of the cigar department of the Behrens Drug Company, was one time a representative of A. Santaella & Company. He expects to make a number of changes in the cigar department which will be announced later.

Mr. Haynie remains with the Behrens Drug Company in a general capacity.

Daylight Saving

(Continued from Page 6)

and is being published in over four hundred business papers throughout the United States.

With all the earnestness and eloquence at our command we urge that our readers do their part in helping to secure legislation that will permit them to *help* their *country* in this *vital matter of fuel saving.*

Surely it is not necessary to dwell on the recent nation wide coal famine.

A Worth-While Guarantee

The passage of the Daylight Saving Bill offers a sure guarantee against a recurrence of such a famine. How then, why then, can Congress hesitate to pass this bill and pass it at once?

The making of munitions, transportation facilities for the munitions once they are made, the very lives of our soldiers at home and abroad, our country's life, is dependent upon an adequate fuel supply.

Write to your Senators and Congressmen, go out of your way to ask that your neighbors and business associates also write to them.

Deluge them with letters, so that they cannot fail to know that the country wants the Daylight Saving Bill passed, that the citizens of the country demand their right to help in the saving of fuel *at no inconvenience to themselves.*

Send your letters to Washington today!

The Cayey-Caguas Tobacco Company has removed to new quarters at 135 Front Street, New York City.

The 1918 calendar sent out by the A. Hussey Leaf Tobacco Company is marked with the familiar slogan, "Hussey has the Goods." The calendar lives up to the slogan in every way.

CIGARS MADE-IN-BOND INCREASE

Under the Tariff Act of October 3, 1913, permission was granted for the manufacture of cigars in bond. These bonded factories are under the supervision of the Customs Department and the business done by them is not included in the tables shown in the report of the Commissioner of Internal Revenue. The receipts from the sale of stamps to the bonded cigar factories show a total for the calendar year of 1916 of $411,105.83. If the cigars on which this tax has been paid were used during the year it would cover a production of 137,035,276 cigars.

For the three full years during which the bonded factory law has been in force the production based on the sale of stamps figures as follows:

1914.....	96,065,756
1915.....	100,421,543
1916.....	137,035,276

STATISTICS FROM MANILA

FOLLOWING is a comparative statement showing by months the number of cigars and cigarettes exported to the United States during the first ten months of 1916 and 1917:

Cigars

Month	1916	1917
January,	4,506,224	12,943,106
February,	9,857,689	11,022,952
March,	5,619,246	20,157,629
April,	7,369,630	12,971,206
May,	7,581,073	15,803,910
June,	7,958,154	19,673,334
July,	12,485,366	17,221,377
August,	10,181,510	27,393,719
September,	13,051,677	15,888,810
October,	11,025,337	23,213,732
Total,	89,635,906	176,289,775
Increase,		86,653,869

Cigarettes

Month	1916	1917
January,	255,000	201,000
February,	987,750	395,000
March,	340,000	807,500
April,	716,250	570,500
May,	500,250	249,000
June,	50,000	787,500
July,	925,000	890,000
August,	330,250	135,000
September,	435,000	260,000
October,	615,000	210,400
Total,	5,154,500	4,505,900
Decrease,	648,600	

Jacob Langsdorf's Sons have discontinued their quarters at 551 North Fifth Street, this city, and now have their offices in the Drexel Building.

Kruse, Quanjer & Company, announce their removal from their old quarters to a new location at 152 Water Street, New York City.

On January 1, 1918, James J. Grathwol, former head of the Grathwol Cigar Company, later acquired by the Best & Russell branch of the General Cigar Company, Incorporated, and its manager under the new ownership, severs his connection with that firm.

TOBACCO A "NECESSITY"

London, December 26, 1917.

TOBACCO is a necessity, not a luxury, asserts Lord Rhondda, the food controller, in a statement published here. "We must have tobacco," he said. "I believe that its loss would be a national misfortune. It means much, both to the manual laborer and to him who works with his brains. Men would eat a great deal more if they did not have tobacco. I hold that the deprivation of it would work great discomfort."

Some system of "rationing" tobacco, however, is forecast by the newspapers.

COLD WEATHER

by LYLE FENTON

BILL ROLLINS, salesman for *The Big Smile* six-cent cigar, had just booked The Cigar Dealer for a 5000 order, and the talk had drifted to war. The door opened, a cloud of steam blew in, and as it dissipated with the closing of the door, the form of The Thin Man became visible. He was swathed in an ulster, the collar of which projected higher than his head. At the front of the collar a sharp nose stuck out, blue with cold. Advancing to the showcase, The Thin Man slowly unbuttoned his coat, turned down the collar, took off a pair of immense woolen mittens, and then divested his ears of a pair of ear-muffs which fastened over his head with a band, like the apparatus of a telephone operator.

"Goodness Agnes Whillikins, it's cold!" said The Thin Man, in a hoarse voice. "Gimme a Spasmaduro. Gosh, I'm cold!"

"I'll say it's cold," laughed The Cigar Dealer, as he rang up the sale and replaced the box in the case.

The Thin Man bit off the end of his cigar, lighted up, and backed himself against the piping hot radiator which stood beside the wall opposite the showcase.

"Gentlemen," said The Thin Man solemnly, after he had puffed his cigar a few times, "my hand is up; this is my last winter in this here town. Coldest place on the face of the globe—posi-tively. I'm goin' to California, or some place."

Rollins slowly lighted a fifteen-center. "You don't call this cold, do you, neighbor?" he asked, with a smile.

"It's just cold enough so's if it gets one degree and a half colder I'll sell my remains to any medical institute in the city for a dollar and a half. I just can't stand it, that's all."

"This place is tropical compared to where I was last winter," returned the cigar salesman.

"Where's that, Bill?" asked The Cigar Dealer.

"Oh, a place up in Minnesota. I made a missionary trip for the factory through that territory last year. I left Chicago one night in February. It was raining. I was wearing P. D. Q. underwear, no vest, a silk shirt, a light overcoat, and a stiff hat. We lope into this burg the next day, four hours late. I step off the train with this ice-cream social rig on, and I thought I had landed in the middle of the Arctic Ocean. The wind was blowing twenty miles an hour or more, and the thermometer was exactly thirty-five degrees below zero at twelve o'clock noon.

"Well, sir, going up the hill to my hotel, a distance of one block, I just about perished. The Pullman conductor walked up the street with me. I says to him: 'Do you mean to tell me human beings live here?'

"He says, 'This ain't so bad. You oughta been here day before yesterday. It was forty-four below.'

"That afternoon I had to go out to the west end of the town to see a dealer about a drop shipment. I thought I'd stand on the back platform of the street car and finish my cigar. You can believe me or not, gentlemen, but I want to tell you that when I blew the smoke out of that cigar it froze the very second it hit the air, and then fell onto the platform of the car and broke into pieces just like glass."

"Not like glass, Bill," remonstrated The Cigar Dealer.

"Yes, sir," insisted Rollins, "just like glass."

"Is this honest?" solemnly inquired The Thin Man, turning his red, watery eyes upon the salesman searchingly.

"I hope the German Kaiser drops dead if it ain't," emphatically declared the salesman. "The smoke dropped and broke into pieces just like glass. And that ain't all. The next day it got still colder, and started to snow. Now, they'll tell you that it won't snow when it's cold, but that ain't so. Up there in that country it'll do anything. It snew—snowed, I mean, till half the street cars were stopped. I asked one dealer if they had snow like that every winter. He said it was nothing but a flurry compared to what they got later on, in June and July. He said the year before when the snow melted in August, they found a man right on the main downtown corner, who had been snowed in while waiting for a car. He probably had been standing there at least two months."

"Was he—was he dead?" tremulously inquired The Thin Man, quite carried away with the horror of it all.

(Continued on Page 24)

Co-Operation

By J. R. McCleskey

Copyright 1917, by J. R. McCleskey

CO-OPERATION—a large word of still larger meaning. From the great continental armies of Europe down to the little retail store of the boss and one clerk co-operation is the involuntary slogan of practically every organization in the world. In business co-operation spells success and the lack of it spells failure.

It is a self-evident proposition that before a person can buy a railroad ticket to a given point he must first determine the point to which he wants to go; and likewise before a person can co-operate he must first determine exactly the destination he is trying to arrive at via the route of co-operation, or in other words, he must possess a clear concept of what true co-operation is before any real progress can be made towards the desired end.

The fact that so-called co-operation in the vast majority of organizations resolves itself into a network of petty jealousies and personal differences between employers and employees and between fellow-employees would indicate that there must be something fundamentally wrong either with the world's popular concept of co-operation or with its method of application. Literally, co-operation means to work with or to work together, but the idea of working with or working together has been too generally applied in a purely personal sense. That is, to most people co-operation has meant the working of one person with another person or persons to a common end, so long as their personal opinions might be kept sufficiently lubricated to prevent friction.

However, the superficial thinker does not stop to realize that there must be a fixed standard or principle back of co-operation which is more dependable than personal opinions or personal will—that is, instead of so many persons trying to work together as independent units, and guided solely by varying personal inclinations, the demand is for each individual to work according to a fixed standard or principle of right, and just in the degree that each one adheres to this standard will a united result be attained.

Selfishness or self-interest is one of the strongest elements of the human mind, and seemingly one of the hardest lessons that mankind has to learn is that true service to the world and true co-operation along any line is realized only in proportion as this destructive force called selfishness is eradicated from the human consciousness. Self-interest and co-operation are as diametrically opposite as the north and south poles. If you and I are a part of any organization, we know, to begin with, that co-operation is the first step towards success; but how can true co-operation be established when every individual in the organization measures his concept of what true co-operation is by his own personal sense of things which in turn is dictated by self-interest and self-will?

To bring out true co-operation in any organization each individual must be willing to make self-interest subordinate to the common good, knowing that a united result that will benefit all concerned can only be attained by an unselfish united effort. United effort means effort that is propelled by a united motive and purpose to bring out the greatest good to the largest number of people, with all ulterior and selfish motives eliminated by the understanding that the success of the organization as a whole includes the greatest possible measure of success for every individual who has done his part in establishing and maintaining true co-operation.

There is just one right way to do anything, although there may be hundreds of personal opinions as to what the right way may be, and real co-operation means nothing more or less than neutralizing these personal opinions, which is easily accomplished just as soon as selfishness and self-will are out of the way. First of all, let it be determined through the proper channels, as near as is humanly possible, what the right way is, and then let everybody forget what his personal opinion was, forget his likes and dislikes among his fellow-workers, forget that there ever was such a thing as jealousy or criticism, and just remember that by each individual adhering to his highest sense of standard of right he is not only co-operating in the highest measure for the common good, but is likewise serving his own best interests in every case.

The purpose of a street car system is to provide transportation for the public. Each street car co-operates to that end. However, the co-operation is not between the cars themselves, but between each car and the central power house. In like manner true co-operation in human affairs is brought out only as each individual co-operates with the standard or principle of right. Disconnect the street cars from the central power house and there is no longer any co-operation—only inaction or confusion. Disconnect individuals from the principle or standard of right, and there can be no true co-operation, because no longer governed by the right motive and purpose, and the result is inevitably discord and confusion. Co-operation is not a human invention nor is it a commercial formula, but it is the logical result of destroying in the human consciousness such things as jealousy, envy, spite, selfishness, self-will, malicious criticism and the like. A real desire to render unselfish service for others and for the common good is the true spirit of co-operation and it brings its own reward.

How Shall the Retail Dealer Play the Game?

By Harry A. Earnshaw

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6. Guide-Posts to a Successful Retail Cigar Business

IT is unfortunate that so many dealers fail to regard the cigar business as a business. A man has to serve many years of apprenticeship before he may become a carpenter, plumber, tinsmith, or locomotive engineer. In short, there is scarcely a line of work in which it is not necessary to devote a considerable period of time in preliminary study, practice or preparation. And yet every day we see men taking their life's savings and jumping into the retail cigar game, minus experience, but—what is worse—often minus the business instinct, without which no merchant can succeed, except he have good luck approaching the miraculous.

The man who contemplates going into the retail business should understand that it is not an easy road to riches. It is no place for derelicts, for men with a lifetime of failure behind them. It is no place for socialists, anarchists, spiritualists, political economists, reformists—or ists of any kind. If a man is an "ist"—or if he have an "ist"—he should keep the "ist" part of himself shut somewhere at home, and not set it up on his counter and try to sell it to every man who comes in the shop. The man behind the showcase in a cigar store has no more business trying to foist his own pet theories and ideas upon the public than has the ticket-chopper who takes the public's nickels in the subway or on the elevated stations. I wish I could drive that thought home to cigar dealers with a pile-driver. Smokers don't go into cigar stores to be converted. They are interested in merchandise, plus service.

"Tobacco provides for mankind a maximum of solace and comfort, with a minimum of penalty.

"The vocation of Tobacconist is an ancient and honorable one.

"There is no mystery, no secret to success. Men who achieve things reach the heights by the exercise of common sense, honesty and energy.

"A man can't expect others to have faith in him unless he has faith in others. Confidence breeds confidence.

"The man who has sufficient capital, a favorable location, a clear head, a sincere purpose to give the public a square deal, and a reasonable amount of 'pep'—can find as many opportunities for success in the retail cigar business as in any other retail business on earth."

The biggest thing embraced in service, to my notion, is courtesy. By courtesy, I don't mean a dull, lifeless, mechanical "Thank you," flipped out as if by a phonograph. I mean the courtesy that is implied more than expressed. A retail cigar store is no place for a man with an ingrowing grouch. If a man just naturally hates all the rest of the human race, let him become an organizeer for the I. W. W., a ticket-seller in a New York theatre, a janitor in a big apartment building, or find a niche for himself in some other equally congenial branch of inhuman effort. But let him not try to get away with his grudge behind a cigar-case, because the public is sensitive. The smoker *feels* the personality of a dealer. If the dealer is a human-being scorner, all the "Good morning's" and "Thank you's" he can put on will not cover up his real character.

You have seen merchants who seemed actually to suffer when you bought something from them! They made you feel that you were intruding. Without their saying so, you felt unwelcome if you spent a nickel; if you parted with a dime, you felt they disliked you; and if you blew in a whole quarter, something told you that you were being despised. After getting your goods and your change, with difficulty you restrained yourself from leaning over the counter, and saying to these fellows: "My friend, pardon me, but why don't you go home and drink about three dollars' worth of castor oil? It would do you good!"

There is the same opportunity for making money and achieving an independence in the retail cigar business today that there is in any other retail business. The best evidence that this is so are the thousands of merchants who are doing it. From a study of the methods of these successful men and the characteristics of their places of business, the man who would emulate their success, can draw many valuable lessons.

Successful merchants waste little time on trying to change "things as is." They do not try to win out by being "smart" or "shrewd," but by following good, old-fashioned honesty and sound business principles. Show me a really successful merchant, and I will show you a man who has played the game fair and square, without trying to beat it. He will be a man who has demonstrated that it is easier to go with the crowd than against it. He has construed it to be his province to serve more than to educate. He will have carried and featured, not the brands which he thinks the public ought to like and buy, but the brands they do like and buy. He will have learned that a little capital judiciously handled will produce more profits in a year than a large capital that is turned over slowly. The test which he will apply to merchandise will be this simple one:

(1) Does it sell?
(2) How fast does it sell?
(3) What profit does it pay me?

Please notice that I have listed the item of profit last. I do so because that is exactly the order in which it should be considered, and for this reason: no profit can be made on any merchandise *until the merchandise is sold*. Furthermore, profit should always be considered in connection with turn-over. A high profit on goods that move slowly is in reality a low profit, as you will see if you bring pencil and paper to bear on the question.

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Trade Acceptances A Patriotic Measure

By R. H. Tingley in "American Industries"

NOW that Mr. Louis E. Pierson, President of the Irving National Bank of New York, has let down the bars of criticism of his fellow bankers, an outsider, who had previously felt some delicacy about expressing himself, feels more at liberty to do so.

In a recent address before the Chamber of Commerce of the United States on the subject of a universal adoption of the acceptance method of dealing in credits, which he calls "Thawing That Frozen Book Account," Mr. Pierson does not spare his brother bankers, nor the business men generally, for their apathy in so important a reform. He says:

> "Just why an institution of such conspicuous and demonstrable merit as the acceptance should be obliged to fight for a standing before the careful, far-seeing business man and bankers of this country, is difficult to understand. Within its own field and for the particular purpose for which it was created, it represents merit impossible to find in any other method. Whatever the case and whatever the explanation, the time has arrived when business men and bankers alike, if they are to be consistent with either their own interests or those of the nation, must assume the responsibility and expend the effort required in demanding and quickly securing for the acceptance the place and standing in the business of this country to which its merit entitles it, and which the exigencies of war demand for it."

This is a somewhat strong arraignment of the banker and the business man for his apathy, coldness, diffidence, call it conservatism if you like, towards a reform in dealing in credits that carries with it so many manifest advantages. That it is none too strong, however, can be vouched for by the few who have seen, from the start, the opportunity for a readjustment of our credit methods made possible through the provisions of the Federal Reserve Banking Act and its amendments and have endeavored to convince others of this fact.

It may seem paradoxical, but it is true, nevertheless, that few of the institutions that should be interested in acceptances, and in promoting so obvious a reform, seem really anxious to help the matter along in any way, or by creating a market. In not a few instances these institutions have gone quite out of their way to combat the movement; any movement that would tend to disturb previously established customs and practices. Without, perhaps, going into any extended study of the reform in credit transactions offered by the adoption of the trade acceptance, bankers throughout the country pass it up as something "new," and therefore unsafe to experiment with, leaving it to the progressive banking institutions of New York City and other financial centers, and to the associations of credit men to hammer away at it in the hope of, eventually, waking up the country banker to a realization of the fact that there is a door open to him, through which, if he will but look and see it, he can pass to better, more profitable, and more up-to-date methods of conducting his business.

But the country banker is, by nature, tradition and education, opposed to new methods of business. He is jealous of what he considers his prerogatives, and is inclined to resent any interference on the part of the big bank; any effort to teach him anything "new." The present manner of conducting business is profitable enough, and besides, it is the way he was brought up: it is the way his predecessor did business, so, why change from something tried and which he thoroughly understands, to something "new" and which he does not understand very well, and lacks the energy to master?

To be sure, the banker cannot create acceptances, or rather, does not, in the ordinary course of business. Acceptances are created by commercial and merchandizing firms, individuals and corporations. It is to the banker, however, that the merchant and trade should look for advice and guidance in matters of banking and credit, and it is upon the banker that the duty and privilege should devolve of instructing his customers in the adoption of new and approved methods.

When matters of credit are under discussion, the interests of the banker and his customer become mutual. The customer, the active business man, with the cares and responsibilities of successfully conducting his plant or his store engrossing all of his attention, has little opportunity for studying abstract financial, banking and credit theories and methods. As a rule, too, taking the active man of business by and large throughout the land, he has little capacity or inclination to this class of study. He relies, or ought to rely, on his banker to keep him posted, to guide him through the intricacies of finance and of credits. In all communities, whether they be large or small, the local banker is looked upon as an oracle in money matters, both in theory and in practice. The banker deals in money. This is his merchandise, and he is, or ought to be, well posted on all theories, both old and new, concerning it, and its creature, credit.

When, therefore, the brightest financial minds of the country; Metropolitan bankers, national and local associations of credit men, officers of federal reserve banks, come forward with the unqualified endorsement of a credit movement it would seem the matter would be of sufficient importance for, at least, investigation and study. I say of sufficient importance, for I think I am safe in making the assertion that a majority of the bankers, or others, that have taken the trouble to so apply themselves are convinced that, in the particular field for which it was designed, the acceptance is pre-eminent as an instrument of credit. Having arrived at this conclusion, it naturally devolves upon the banker, as the mentor of his community, to bring the matter to the attention of his borrowing customers (90 per cent. of whom, it is safe to say, never heard of a trade acceptance, or if so, have no clear concept of what it is), and to encourage them to bring in acceptances for discount, rather than their plain notes as heretofore. In other words, to create a market. It should devolve upon the banker to point

(*Continued on Page 21*)

Good Judgment Dictated 6c on TOM KEENE

Why 6c—

It is a fact that cigar makers' wages are now the highest ever paid in the industry, enabling them to meet the high cost of living.

. . . . . .

It is a fact that tobacco, boxes, labels, freights, etc., have all advanced so that they have materially increased cigar costs.

. . . . . .

It is a fact that Uncle Sam has taxed tobacco $60,000,000. for war purposes in addition to the revenue taxes which still remain in force, and we all contribute our share—cheerfully.

. . . . . .

It is a fact that these advances in the cost of producing the Tom Keene Cigar must be met to maintain quality.

Branded—to protect you.

TOM KEENE

The Cigar made with good Judgment

Uncle Sam promises prompt delivery to his boys. It's good judgment to send them Tom Keenes.

DISTRIBUTOR'S NAME

This is the Opening Gun in the 1918 TOM KEENE campaign. First shot to be fired in over 50 of the leading Daily newspapers in the United States. Other forms of advertising will be used to supplement this campaign. The dealers who display TOM KEENE prominently in their showcases will secure their share of the increased demand caused by this advertising.

Big Gains in Exports of Manufactured Tobaccos

Washington Bureau.

STATISTICS just compiled by the Department of Commerce, showing the exports of various commodities for the ten months ended with October, 1917, as compared with those of the first ten months of each of the preceding two years, evidence heavy falling off in the exports of unmanufactured tobacco and big gains in the exports of manufactures.

During the ten months ended with October, the exports of unmanufactured leaf amounted to 199,272,148 pounds, valued at $34,264,740. This is a loss of $21,000,000 from the export value of the corresponding period of last year, the total of which was 427,354,852 pounds, valued at $55,820,895, and is $9,000,000 less in value than the total of the exports of 1915, which were 355,484,444 pounds, valued at $43,890,931.

This decrease is due, in great part, to the reduced exportations to Denmark, The Netherlands, Norway, Portugal, Sweden, the United Kingdom and Hongkong. Exports to the United Kingdom alone fell from 145,345,241 pounds, valued at $25,893,757, in 1916, to 32,346,619 pounds, valued at $8,171,278, this year.

The countries which showed a gain in this field were France, Italy, Spain, Switzerland, Canada, Argentina, China and Australia.

Exports of stems and trimmings during the ten month periods were: 1915, 4,790,320 pounds, $279,729; 1916, 6,321,312 pounds, $197,387; 1917, 221,908 pounds, $13,886.

A great gain is shown in the export of cigarettes, the detailed statement showing that the "heathen Chinee" is rapidly getting civilized, China now being our biggest field for these smokes. The total number exported during the ten-month period was 5,399,352,000, valued at $10,252,129. Last year the total was 3,270,375,000, valued at $5,774,987, while in 1915, it was 1,706,079,000, valued at $2,680,502.

Of these totals China took, in 1915, 760,756,000, valued at $1,203,164; in 1916, 1,906,640,000, valued at $3,656,687; and in 1917, 3,979,619,000, valued at $7,887,175. While China is getting civilized, Siam appears to be retrograding, that country taking but 120,910,000, valued at $244,653, this year, as compared with 192,410,000, valued at $362,422 last year. This year's total, however, still is greater than that of 1915, which was 85,750,000, valued at $162,943.

Panama continues to use American cigarettes in increasing numbers. In 1915 the figure was 73,357,000, $123,159; this increased the following year to 45,861,000, $103,286, and increased again, this year, to 59,335,000, $141,530. The other countries also show good increases, the Straights Settlements taking 836,823,000, valued at $1,230,340, this year, as compared with 802,588,000, valued at $1,089,231, last year, and 724,505,000, valued at $1,012,341, in 1915. Other, unspecified, countries took in 1915, 61,710,000, $178,895; 1916, 322,876,000, $563,361; 1917, 402,665,000, $748,431.

Export figures for cigars and cheroots are: 1915, 1,383,000, $23,093; 1916, 1,515,000, $30,667; 1917, 59,335,000, $141,530. Plug tobacco exports were: 1915, 4,368,965 pounds, $1,295,547; 1916, 4,324,160 pounds, $1,211,595, and 1917, 4,021,522 pounds, valued at $1,146,169. Smoking tobacco exported in 1915 totaled 1,734,009 pounds, valued at $909,555; 1916, 1,964,223 pounds, valued at $973,804; 1917, 1,661,368 pounds, valued at $908,475. Other manufactures exported totaled $283,156 in 1915, $405,635 in 1916 and $317,360 in 1917.

Wisconsin Leaf Crop Up To Normal Standard

Janesville, Wisconsin.

Reports current throughout the state that the 1917 tobacco crop in this section is worthless due to the frost are branded as untrue by the farmers and tobacco dealers. It is admitted that some of the crop was slightly damaged by the frost but the crop taken as a whole is up to the standard of previous years in quality and quantity. In the immediate vicinity of Edgerton a large percentage of the tobacco has been taken down and stripping is planned very shortly.

Throughout the important tobacco sections of the State the product is in standard case conditions for stripping thus enabling shipments to be made early in the month of January. Crop conditions for the season show that due to the early cutting the product is of medium growth. It however shows good color and runs in a general way to short sizes while that harvested at a later time will run heavy to fat stems and frozen tobaccos which were damaged in the sheds after harvesting.

In southern Wisconsin it will be a problem for the grower in stripping his tobacco to put it in a condition and separate the different qualities so that they can be delivered in a satisfactory condition to the buyers.

The plans of the dealers in general which will be adopted are that all fat stems or high case tobaccos should be separated when stripping, tied in hands hung over lath and returned to the shed and left there until it is entirely dried. It is the general concensus of opinion that the buyers will take most of their tobacco at the agreed contract prices.

Two New Backs For You

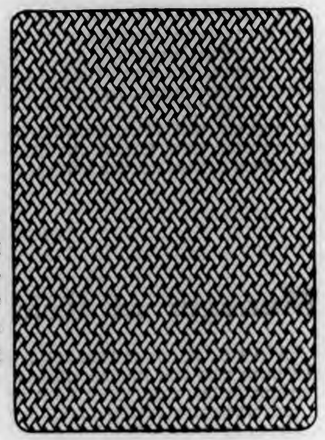
Handsome Designs with a Popular Appeal

WE HAVE just brought out two new backs. One is called "Liberty" and illustrates the Statue of Liberty with the flags of the Allied Nations in full color. It is an addition to our famous line of

CONGRESS PLAYING CARDS

The back is timely and will rapidly take its place among the leaders in Congress. Card players, quick to see the appropriateness of expressing patriotic sentiment even in recreation, will demand our Liberty Back.

Your jobber has it.



OUR OTHER NEW BACK is entitled the "Club". It is an all-over design in red or blue, and is our latest in

BICYCLE PLAYING CARDS

This new back is peculiarly appropriate for Bicycle Playing Cards as these cards have a great sale among club members. Like all best sellers in Bicycle, this design is printed on the outside of every tuck case containing the new back, so that your customers can select it without loss of time and without disturbing the original wrapping.

Your jobber has it.

When you stock these new designs, drop us a line and we will see that you are supplied with window displays and other advertising material so that people will know that you sell U. S. Playing Cards. Complete catalog illustrating everything in playing cards and supplies sent on request.

THE U. S. PLAYING CARD CO.

Dept. 6 **Cincinnati, U. S. A., or Toronto, Canada**

T. M. A. Urges Tobacco Manufacturers Using Sugar to Arrange for Their Supply

HAVING received information that the issuance of Government licenses for the importation and supply of sugar needed in the manufacture of tobacco were being unusually delayed, Secretary Dushkind of the T. M. A. made a hurried trip to Washington last Friday to take the matter up with the authorities.

It seems that under the new regulations no sugar can be imported without first obtaining a license from the Bureau of Imports, and that in order to secure such a license the importer is required to sign the following agreement:

"In consideration of your issuance to me/us of license No. ..... dated the ..... day of ....., 1918, covering the importation of ..... bags of ..... sugar from .....I/we hereby guarantee that I/we will not sell such sugar to any person, firm or corporation, or at any price without first securing the approval of the United States Food Administration, or its duly authorized agents.

"I/we further hereby promise and agree in the sale or distribution of said sugar to be governed by the rules and regulations of said United States Food Administration.

"IN WITNESS WHEREOF, I/we have hereunto subscribed my/our hand this ..... day of ....., 19 ."

It thus appears that after securing the import license the importer must furnish the names of his buyers to the Food Administration and apply for permission to sell them. The purpose of requiring such permission to sell is to enable the Food Administration to regulate the consumption and to curtail the supply when necessary as it has done for instance in the case of confectioners, where the supply has been cut down to the extent of fifty per cent. of their usual requirements.

Mr. Dushkind took the matter up with both departments, that is, the Bureau of Imports and the Food Administration, and having demonstrated to them the necessity of tobacco particularly as a war essential, the magnitude of the industry, the amount of taxes that the Government is receiving from the manufacture of tobacco, and more particularly that the sugar used in the manufacture of tobacco does not interfere with the domestic consumption, Mr. Dushkind has been assured by both bureaus that unless present conditions should change, there will be no delay in the future in issuing licenses for the importation and supply of sugar for the manufacture of tobacco.

Mr. Dushkind states, however, that even impressed as the Government authorities are with the necessity for quick action in passing upon applications for licenses and permits, the trade is likely to experience considerable delay due to the enormous amount of such applications from practically all industries, and the primary stages of the organization of the multitude of new forces and new bureaus that have been recently established by the Government. No manufacturer therefore, says Mr. Dushkind, should wait until the last moment in ordering such supplies.

Manager of Reid Tobacco Company Resigns

JOHN F. KAUFFMAN, one of Altoona's most widely known business men and leading citizens, has tendered his resignation as manager of the Reid Tobacco Company, the wholesale tobacco firm, with headquarters at Green Avenue and Tenth Street, Mr. Kauffman's resignation to become effective on Monday, December 31.

Mr. Kauffman first came to Altoona in 1896, from Philadelphia, where he had been connected with A. B. Cunningham & Company, wholesale tobacco dealers. His first position here was with Cunningham, Blake & Company, wholesalers in the same business here, with whom he remained during the winter of 1896-97.

He returned to Philadelphia in 1897 for a time, coming back to Altoona in 1899, being then connected with the Cunningham Tobacco Company until October 1, 1902, when he was made manager of the Reid Tobacco Company.

Mr. Kauffman has been with this company ever since, having charge throughout the local district, which embraces a wide territory about Altoona, and the firm's business has vastly prospered during his management. During his administration, the fine wholesale house was erected at Green Avenue and Tenth Street, and the company's business was developed until it became one of the largest in the State.

Taking a most active interest in everything that was for the good of the community, Mr. Kauffman, during his residence in Altoona, has been prominent in all public affairs, and a leader in civic and welfare movements. He was vice-president of the old Altoona Wholesale Association and was a director of the old Board of Trade. Since the organization of the Chamber of Commerce, he has been most active in that body, and is now secretary of the ways and means committee.—*Altoona Mirror.*

Dependable Cigars are *NOW* 6c and 7c

WHITE OWL Invincible shape 7c

OWL Square end 6c

Banded and Branded for your protection

Dependable Cigars

— — *what should they cost?*

Last year your lucky brothers enjoyed over 100,000,000 OWL and WHITE OWL Cigars. They paid 5c for OWL, Londres shape and for the Invincible WHITE OWL 6c.

To get really dependable cigars these experienced smokers gladly pay, today, 6c for the OWL. For WHITE OWL—7c. Aware as they are, of 1918 costs in cigar-making they know that we could not continue to uphold OWL and WHITE OWL dependability and charge less.

For we constantly maintain for these two cigars a great store of aging leaf. And never does a bit of this leaf go into OWL and WHITE OWL until experts in curing say, "Now *this* lot has reached the very peak of mellow fragrance."

Such curing takes, on the average, 18 months. And it requires, friends, an investment of never less than $1,000,000 in idle leaf. And at some seasons almost $2,000,000.

OWL 6¢

white OWL 7¢

DEALERS: If your distributor does not sell these dependable Cigars, write us.

GENERAL CIGAR CO., INC., 119 WEST 40TH ST., NEW YORK CITY

THE MILLION DOLLAR CIGARS

7

The above is a reproduction of the first of a series of OWL and WHITE OWL advertisements which will appear in an early issue of the Saturday Evening Post. OWL and WHITE OWL will also be advertised in nearly 50 of the leading Sunday newspapers.

Dealers: **It will pay you to display these brands in your showcases.**

Penalties for Violation of Lightless Nights

THE tobacco industry is feeling heavily the hand of the Fuel Administrator. The latest order, providing for lightless nights on Sunday and Thursday of each week is affecting all branches, from the manufacturers who advertise their cigarettes and tobacco by means of electric signs to retailers who have their names over their establishments electrically illuminated. White ways, individual signs of all descriptions and even store windows, when establishments are closed, must be darkened on those two nights, and the order has gone forth that lightless nights must be far more religiously observed than meatless and wheatless days.

The order, already effective, provides that "no corporation, association, partnership, or person, engaged wholly or in part in the business of furnishing electricity for illumination or power purposes, and no corporation, association, partnership, or person, maintaining a plant for the purpose of supplying electricity for their own needs, shall use electricity for illuminating or displaying advertisements, notices, announcements, or signs designating the location of an office or place of business, or the nature of any business, for electrical searchlights, or for external illumination for ornamentation of any building, or lights in the interior of stores, offices or other places of business, when such stores are not open for business, excepting such lights as are necessary for the public safety, or as required by law, nor for excessive street lighting intended for display or advertising purposes, whether such lights are maintained by the municipality or by others."

Previous to the issuance of this new order a warning had been sent out to users of electricity throughout the country to be more saving in their consumption of current. This was to be accomplished by the extinguishing of all advertising and direction lights at eleven o'clock and by the nonuse thereof prior to 7.45 each night. This order on the dimming of electric signs failed of the coal saving result expected. Every possible loophole in the order was taken advantage of and to the traveler in the streets there was no perceptible difference in the illumination.

In promulgating this new order, the Fuel Administrator declared that the "use of fuel in this emergency for any of the purposes definitely prohibited in the order is wasteful and is prejudicial and injurious to the National security and defense."

Reports to the Fuel Administration from New York, Chicago, San Francisco and other large cities indicate that the lightless night order will be strictly observed according to the rules laid down. Public utilities companies supplying electric current and gas for lighting, almost without exception, have signified their willingness to recognize the spirit of the order and go even beyond the legal requirements in conserving coal. The same thing is true of the men who provide the signs for advertising purposes.

But the administration, according to authoritative statements, has no intention of permitting any company or individual in any city or town anywhere in the country to burn lights in violation of the order without penalty. The burning of lights contrary to the wording and spirit of the order will constitute a violation of law and steps will be taken to mete out punishment to offenders. In line with this stand, State fuel administrators have been directed to see that the provisions of the order are scrupulously observed.

C. L. L.

Three for 10c Cigars Taxed $3 Per M

THE perplexing question as to whether cigars retailing at three for ten cents or ten for thirty-five cents should be taxed under Class A at three dollars per thousand, or under Class B at four dollars per thousand, has at last been definitely settled.

In the official decision handed down by the Honorable, the Commissioner of Internal Revenue, he says:

> "If the only actual retail price in the case of cigars sold only in *packages* or *bundles* is for the *lot*, the nearest approach to the actual price of a single cigar is the price of the *package* or bundle divided by the number of cigars therein.
>
> "*If there is no retail price of a single cigar*, the law does not permit the Government to substitute a hypothetical figure or price therefor. It must accordingly be concluded that the regulations are incorrect in this respect, and that the rate of tax on cigars which are sold at retail only at the rate of three for ten cents or ten for thirty-five cents, and which are not sold singly, is three dollars per thousand, and *not four dollars per thousand.*
>
> "However, if cigars are *not* put up in packages or bundles, even though they have an established price per *lot*, it may be assumed that they are also sold at retail singly, and the price of a single cigar may be determined by dividing the price of the *lot* by the number of cigars therein, and *adding such fraction of a cent as will make a price in integral cents.*"

The Commissioner thus modifies his former decision reported by us in our Bulletin No. A of December 10th, in which he held that:

> "cigars which are sold only by the *box* and never retailed in less quantities, the rate of tax is to be determined by dividing the box price by the number of cigars packed therein."

Under the present decision, the cigars need not be packed in boxes. If they are done up in *lots* in the form of *packages* or mere *bundles*, the three-dollar tax will apply.

Stop! Look! Listen!

This is the psychological moment for you to begin to use domestic wrappers. The condition of the imported wrapper market is dangerous. If you don't look out you will work another year for nothing, or perhaps at a loss.

$1.85 per pound duty; labor higher than ever; fillers and binders higher than ever; and imported wrappers dangerously high; these facts spell---NO PROFIT FOR YOU---unless you use

Connecticut Shade Grown or Georgia and Florida Wrappers

American Sumatra Tobacco Company

142 Water Street, New York

When You Can Depend on Quotations

By Elton J. Buckley

Copyright 1917, by Elton J. Buckley

Mr. Buckley's legal articles will constitute a regular feature of THE TOBACCO WORLD. Subscribers may address any of their legal problems to THE TOBACCO WORLD, and Mr. Buckley will endeavor to answer them to the best of his ability. This service is extended to the subscribers of THE TOBACCO WORLD free of charge.

A MOST interesting case has just been decided by the Appeal Court of Pennsylvania touching a legal complication which may arise when goods are ordered or buying contracts made by mail. The law as laid down by the Pennsylvania Court would be the law practically everywhere in the United States.

On July 20th a New Jersey concern called the Bruner Company, wrote the Standard Company, of Philadelphia, asking for a price on certain merchandise delivered in Ocean City, N. J.

On July 22d, the Standard Company answered, quoting price and stating when they would ship.

On July 25th the Bruner Company wrote again and further discussed the matter, mentioning the Standard Company's quotation and terms.

On July 30th the Standard Company replied, stating: "You understand correctly our quotation."

On July 30th the Bruner Company wired the Standard to enter an order for a certain portion of the goods, but said, "Hold for final confirmation before commencing packing, as we are awaiting the signing of contract." The Standard Company made no reply.

On the same day the Bruner Company wrote the Standard Company, as follows: "We have been given a promise of this business under the condition that it is held open until the contracts are signed between the city and our customer, as we believe the State law requires a certain time to elapse between the receiving of the bids and the awarding of the contract, so that unless something unforeseen arises, we will send you a formal order at that time." The Standard Company did not reply.

On August 8th the Bruner Company wrote the Standard, stating that the matter was progressing satisfactorily, and that they expected, "sometime next week," to send the formal order. The Standard Company did not reply.

On August 11th the Bruner Company wired the Standard that they had "finally secured order. Enter our order and commence packing immediately. This is in accordance with our conditional order accepting your quotations on this inquiry."

On August 12th the Bruner Company mailed the Standard a formal order, stating: "This is in accordance with your quotation of July 22d, and your subsequent letter of July 27th, replying to ours of the 25th ult, telling us we understood your quotation correctly. This confirms our conditional telegraphic order of July 30th, in which we instructed you to hold for final confirmation before you commence packing, and our telegram yesterday, telling you we had finally gotten this business closed."

On August 12th the Standard Company wired the Bruner Company, mentioning a letter which the Standard said it had written on August 11th, stating that it could not longer keep the quotation open as it had sold so much of the same goods to other people.

When this was received, the Bruner Company wired back: "Sorry your telegram even date arrived too late, as we had already closed order with customer on basis your price time of shipment. Your letter of 11th not received."

From that time on there were letters and telegrams back and forth, the Standard Company refusing to furnish the goods and the Bruner Company demanding them. The Standard Company persisted in its refusal, and the Bruner Company finally went out and bought the goods somewhere else, but at an advance of $964.13. To recover this it sued the Standard Company, and the case was bitterly fought up to the Appeal Court. The Bruner Company won hands down.

The question involved will touch any business man, seller or buyer, who deals with anybody, in the purchase of goods, by mail. It is this: Where a seller has quoted a price to a prospective buyer by mail or by telegraph, how long does that quotation remain open, and when must the seller retract or withdraw it in order not to be bound by it?

The answer is that such an offer is good until it is withdrawn, and if the buyer *mails or wires* his acceptance before he has received notice of the withdrawal of the quotation, the seller is bound even though he has actually mailed or wired his withdrawal before he received the acceptance. The reason for that apparently contradictory situation is that an acceptance is good from the moment it is despatched, whether by mail or wire, while a *withdrawal* is not good until it actually reaches the other party.

From the court's decision, awarding the Bruner Company damages it contended for, I take the following:

> First.—Was there a binding contract between the parties? There was a definite offer by the Standard Company to furnish the merchandise at a certain price. The Standard Company was fully advised as to where the merchandise was to be used and of the delay which would occur before the matter could be finally closed, and that the Bruner Company intended to enter into a contract on the faith of its quotations. The quotation was to remain open and until the Standard Company advised to the contrary, the Bruner Com-

(Continued on Page 28)

Trade Acceptances

(Continued from Page 12)

out the many and various advantages that will come to him, as a seller of goods, to request or insist that his credit customers give him acceptances of his bills instead of obliging him to carry their accounts, open, on his books. It should devolve, too, upon him to further explain the many advantages that will be his, as a buyer of goods, to give his acceptance of the bills of his seller instead of obliging him (the seller) to carry him, through an often indefinite period, on his books as an open account.

The large mercantile houses throughout the country have been far ahead of the average banker in seeing the advantages that are sure to come to all concerned by adopting the trade acceptance method of dealing in credits as against the open account practices now in vogue. They have been far ahead of the average banker, not only in seeing these advantages, but in the educational work of explaining their functions, uses, restrictions and advantages, and in creating a market as well. Outside of the comparatively few metropolitan banks, and the banks of the federal reserve system, these big mercantile houses have done more educational work in instructing their customers, and the public indirectly, in the proper use of acceptance methods than all the so-called country bankers put together. Not that they are not interested in and approve of the theory whereby the frozen book account may be thawed out and made liquid; and not that they will not, as a rule, eagerly discount a good trade acceptance offered by a customer (well knowing the re-discount possibilities and such preferred paper), but when it comes to taking any initiative in an educational campaign among their customers for the purpose of instructing them in the manifest advantages of this credit method, they fall by the wayside; they forget that they are the oracles, the mentors of their community and seem perfectly content to "let George do it."

But the call to arms has been sounded. A nation at war is on a different basis in every respect, as we are all learning, than a nation at peace. Vast sums of money are needed, and are being cheerfully subscribed, for the conduct of this war. In times like these a perfectly liquid state of money is as much of a necessity as men and munitions. The frozen masses of open book accounts must be thawed, and the general adoption of the trade acceptance as a credit instrument will do this.

The call to arms having been sounded it devolves, primarily to the banker, the country banker as well as his city brother, to throw off his lethargy and use his every endeavor, as the guardian of financial thought, as the local oracle and mentor in all matters financial within the scope of his influence, to promote the free and general use of the credit method that will mean so much to the welfare of the nation during this war.

In dealing with a thing so vital as national prosperity we should adopt a different viewpoint than that of personal convenience. Traditions of the past should be laid aside as they will be found to have but slight resemblance to conditions now confronting us or what the future holds in store.

(Continued on Page 24)

1918
Greetings

That the New Year will
Crown your efforts with
HEALTH,
HAPPINESS
and PROSPERITY
is our sincere wish

"44" CIGAR CO., Inc.
PHILADELPHIA
U. S. A.

BOLD SUCCESS

can only be attributed to **Quality** and our judgment of men.

We aimed to please wtih **Quality** and man's judgment did the rest—it made

BOLD

the cigar

"Above All"

BOBROW BROS.

PHILADELPHIA

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Meeting 4th Tuesday of each month at Hotel McAlpin.

Playing the Game

(*Continued from Page 11*)

It is interesting to think of all the successful stores you know, and then pick out from each some feature that most appeals to you as being ideal. By mentally bringing together all these features, or as many as practicable, it is possible to construct in our mind's eye a picture of the ideal cigar store. Of course, each of us would perhaps pick different features that seemed ideal. This composite, however, is my individual conception:

My mentally ideal cigar store is on a busy city corner. The corner is a transfer point for several important trolley lines. The main entrance is in the corner, and there is no obstructing pillar or corner post! How the corner of the building is held up I don't know; perhaps the contractor was a Christian Scientist, and he merely *thought* he put a post there! There is one other door at the side of the store, opening off the more important of the two thoroughfares. The showcases run the same way as the principal street. The windows are shallow, with the backing running up only part way, so that passersby on the main street see not only the window display, but can look through into the store. The candy is carried in a department by itself, to your right if you enter by the side door, and facing you if you enter from the corner. The cigar cases are sparkling clean, and their tops are not littered up with a mass of stuff. The clerks are well-groomed, alert-appearing young fellows, who look you straight in the eye as you talk to them. They are cheerful fellows; polite, but not effusive; courteous, without being obsequious. Just ahead of me, when I go in, is a workman with a dinner pail, who asks for a five-cent package of smoking tobacco. I notice that the clerk who waits on him gives him exactly the same attention that is later given me. I step to the counter and ask for my favorite brand. The clerk says "Yes, sir," turns to the wall case and deftly brings out two or three different shapes. At first I select only a single cigar. He does not try to suggest that I ought to buy more and make me feel that I am a piker, and because of this I actually buy half a dollar's worth, when I had intended to spend only a dime. I turn away to light one of my cigars, and somehow, in that brief instant of our contact with each other, that clerk has made me feel better satisfied with the world and with myself. It isn't anything he has said, or anything he has done. It is just some subtle, invisible influence which he and the store throws about me which registers a subconscious feeling of pleasure. I have exchanged my money for something more than a cigar; I seem to have purchased also a little portion of that cheeriness and sense of well-being which is part of the stock of that store.

Before I turn away, I look over the brands in the showcase, a duplicate stock of which is in the wallcases. I see nearly all the nationally known popular brands represented, and the musical tinkle of the cash register seems to assure me that here is a merchant who is carrying no dead stock, no "long shots"; a merchant who is discounting his bills, making money and friends.

I mentally leave this mentally ideal cigar store, and there creeps over me a new conception of the profession of tobacconist. I invest him with a dignity and honor which belong to the one who serves his fellowman in sincerity and the spirit of real good-fellowship. I part from my vision with "these few precepts" speaking themselves aloud, as it were, within the recesses of my consciousness:

"Tobacco provides for mankind a maximum of solace and comfort, with a minimum of penalty.

"The vocation of Tobacconist is an ancient and an honorable one.

"There is no mystery, no secret to success. Men who achieve things reach the heights by the exercise of commonsense, honesty and energy.

"A man can't expect others to have faith in him unless he has faith in others. Confidence breeds confidence.

"The man who has sufficient capital, a favorable location, a clear head, a since purpose to give the public a square deal, and a reasonable amount of 'pep'—can find as many opportunities for success in the retail cigar business as in any other retail business on earth."

TOBACCO DUTY FREE TO U. S. MEN IN ENGLAND

Tobacco and a number of other articles intended for officers and men of the United States Army and Navy in Great Britain, American soldiers serving in the British or Canadian armies, or American medical officers serving in British military or base hospitals, may be delivered by parcel post without payment of duty under a suspension of the tariff laws just announced by the British Board of Customs. In lifting the duties from such parcels the Board of Customs made the following conditions for delivery thereof:

Such parcels intended for officers and men of United States Navy in the United Kingdom should be addressed for delivery on board the ship in which the addressee is serving; when intended for members of the American Army in the United Kingdom, should be addressed to regimental address of recipient; when intended for soldiers of American nationality in the British or Canadian armies, or for American medical officers serving in British military or base hospitals, they should be addessed in care of the Committee for American Soldiers and Sailors, of the American Red Cross, 154 New Bond Street, London, England, which committee will verify the right of the addressee to the duty—free concession, and arrange for delivery of parcels. Dutiable goods must be specifically described as tobacco, cigarettes, chocolate, etc. These provisions apply solely to dutiable goods imported by parcels post.

TWELVE THINGS TO REMEMBER

The Value of Time.
The Success of Perserverance.
The Pleasure of Working.
The Dignity of Simplicity.
The Worth of Character.
The Power of Kindness.
The Influence of Example.
The Obligation of Duty.
The Wisdom of Economy.
The Virtue of Patience.
The Improvement of Talent.
The Joy of Originating.—*Salt Seller.*

We Wish You All Happiness and Prosperity

for 1918

THE New Year has rolled in auspiciously. The recent price readjustment necessitated by the war has been accepted by the smoker with good grace. The holiday season was excellent.

As for ourselves—1917 was the biggest year in the history of our business and the indications point to even greater records for 1918.

No better evidence of the progressive spirit of American Cigar Manufacturers can be found than in their adoption and endorsement of the Universal Stripping and Booking Machine.

We heartily appreciate the cordial attitude of the tobacco trade toward our product and by adhereing to the highest standards of service and of efficiency we hope to deserve a continuation of this manifestation of good will.

Catalogue and Prices on Request

The Universal Tobacco Machine Co.

79 Fifth Ave., New York

Factory, 98-104 Murray St., Newark, N. J.

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
GENERAL OFFICE 222 PEARL STREET NEW YORK
FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 129 HAVANA

BAYUK BROS.
"HAVANA RIBBON"
THE PERFECT CIGAR

Just the place for TOBACCO MEN
HOTEL LEMARQUIS
12 EAST 31st STREET, (4 doors from Fifth Avenue) NEW YORK CITY
In the heart of the Wholesale District, two blocks from Pennsylvania Station; five minutes from Grand Central Station.
The most central American plan hotel in the city. Rooms with private bath and meals from $3.50 a day, or from $2 a day without meals.
Illustrated booklet and guide map of New York sent on request if you mention Tobacco World. Address John P. Tolson, Mgr.

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD
A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P.B. Gravely Tobacco Co. Danville, Va.
To Dealers:-
Write us a postal for a peach of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.
P. B. GRAVELY TOBACCO CO. DANVILLE, VA.
DEPT. A

Cold Weather

(*Continued from Page 6*)

"Not at all," replied the salesman, coolly. "They thawed him out in three or four days, and he was all right again."

The salesman flicked the ash from his cigar toward the cuspidor. "They—they did it gradually," he added.

"*Some* snow, I'll say," remarked The Cigar Dealer, without a smile.

The Thin Man shivered.

"Ugh! It makes me cold just to think of it. I'd last one night in that country. I don't see how they stand it."

"It's all in the eating," explained the salesman. "They live entirely on whale blubber, tallow candles, lard, and that stuff. You sit down in a restaurant, and order a stein of machine oil on the side."

Goose pimples were standing out on The Thin Man's forehead. He resumed his ear-muffs, wound his blue muffler round his throat, and buttoned himself into his ulster.

"I gotta be movin'. I gotta go to a funeral this afternoon. My, ain't it awful the way people is dyin' and everything these days!" He put his hand to his forehead. "Forty-five below—buried in the snow two months. Awful! Thawed him out—ugh! Gradually. Well, it's awful. So long!"

Then The Thin Man opened the door about six inches, and slid out into the cold, cold world.

When the door had closed, The Cigar Dealer laughed.

"Bill, you oughta be ashamed to throw the camouflage into that poor fellow. He's all right, only he's shy about a hogshead or two of blood in his veins. After that line of bunk he'll just naturally shiver himself to death. If he does you oughta be arrested."

Trade Acceptances

(*Continued from Page 21*)

The real question is, how to make the American dollar, and its creature the American credit, do the most effective work in the trenches, for dollars and credits can fight as well as soldiers. Let us arm ourselves, not with the antiquated financial weapons of the past (the open book accounts), but with the best this age of wonders and reforms can provide (trade acceptances). Let us not fail to realize the full seriousness of the part that business, banking and credits are going to play in winning this war.

As announced sometime ago the prices of the former nickel and six-cent brands of the General Cigar Company, Incorporated, will advance to six and seven cents on January 1st.

It is highly probable that the cigarmakers' strike in Porto Rico which has been going on for eight or nine weeks will be adjusted.

Tobacco Imports Increase

Washington Bureau.

GREAT increases in the imports of tobacco and its manufactures during the ten months ended with October, as compared with those of the corresponding periods of the two previous years, are reported by the bureau of foreign and domestic commerce of the Department of Commerce. With the exception of leaf tobacco suitable for cigar wrappers, all imports are greater than those of 1916, and even the reduced value of leaf imports is greater than that of the imports of 1915.

Leaf, suitable for cigar wrappers, imported during the first ten months of this year, amounted to 5,106,327 pounds, valued at $6,611,865, as compared with 5,636,681 pounds, valued at $8,265,228, in 1916, and 3,600,026 pounds, valued at $4,495,991, in 1915. The falling off this year is caused by the great reduction in imports from The Netherlands, which fell from over five million pounds last year to less than three-quarters of a million during the first ten months of 1917.

Imports of all other leaf during the ten months ended with October amounted to 36,377,605 pounds, valued at $18,769,949, as compared with 35,902,110 pounds, valued at $15,068,794, in 1916, and 27,847,137 pounds valued at $12,925,797, in 1915. The following table shows in detail the imports of all leaf during the ten-month periods of the last two years by countries of origin:

	1916	1917
Leaf suitable for cigar wrappers,		
From Netherlands,	$8,034,397	$898,657
Canada,	41,280	59,195
Cuba,	164,840	188,406
Other countries,	24,711	5,465,607
All other leaf:		
From Greece,	3,765,878	4,048,751
United Kingdom,	89,483	101,016
Mexico,	304,433	87,312
Cuba,	10,040,987	12,560,418
Other countries,	808,013	1,972,452

The imports of manufactures of tobacco during the ten-month periods have increased from $3,467,238 in 1915, to $4,281,153 in 1916, and to $5,794,307 in 1917. Of these amounts, the greater part is in cigars, cigarettes and cheroots.

During the first ten months of 1917, imports of cigars and cheroots from the Philippine Islands amounted to 2,209,037 pounds, valued at $2,595,197, while all other imports of cigars and cheroots amounted to 470,855 pounds, valued at $3,015,393. During the corresponding period of 1916, imports of these articles from the Philippines totaled 1,215,566 pounds, valued at $1,484,644, while all other imports totaled 426,090 pounds, valued at $2,627,259. Imports from the Philippines during the ten months ended with October, 1915, amounted to 827,830 pounds, valued at $1,076,809, and from other sources to 367,881 pounds, valued at $2,219,920.

Imports of cigarettes from the Philippines during the ten months ended with October of this year amounted to 19,809 pounds, valued at $12,579, and imports from all other sources totaled 16,428 pounds,

O' face is shore familiar
I like a man I uster know
I declar' now, Mr. Smoke Man
Ain't we met some-whar' befo'?
Won't you join me in a pipeful?
Don't it do a fellow good
Just to smell this here tobacco
That's been agein' in the wood?
An' to smoke it—bless yo' buttons!
Starts a mellow kind of glow
That makes good friends of strangers
An' can warm a heart of snow.
And to Smoke VELVET—
There's where you discover VELVET'S
mildness, mellowness, smoothness,
coolness and hearty flavor are all in VELVET
—put there by Mother Nature through two
years of slow ageing in wooden hogsheads.
A pipeful in the office, at home, on the street
or out skating—anyway, anywhere you'll find
VELVET the smoothest smoking tobacco.
Velvet
TOBACCO
10¢
Liggett & Myers Tobacco Co.

1918 Will be a Velvet Year For Dealers

Velvet advertising will be more important than ever this year for the dealer. It will tell *your* customers that Nature-Matured Velvet will sell at 10 cents—a big thing to consider in these days of increasingly high prices.

Full pages in the great national weeklies and the monthly magazines are telling the Velvet story now, and building demand for Velvet, the Smoothest Smoking Tobacco.

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

TURKISH CIGARETTES
CADO COMPANY, INC.
145 Lafayette Street - New York City
BRANDS { Fifty-Six - - - - - 10 for 25c
Cado - - - - - - 10 for 15c

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.
LIVE DISTRIBUTORS WANTED

El Principe de Gales
THE OLD STANDARD IN PURE HAVANA CIGARS
SINCE 1854

The Right Man Can Be Found Through The Classified Column Page.
Try it.

with a value of $37,897. During the corresponding period of last year, we received from the Islands 12,038 pounds, valued at $7,670, and from other sources 11,405 pounds, valued at $41,469. During the first ten months of 1915, the Philippines shipped to this country 12,362 pounds, valued at $11,315, while we secured from other sources 73,231 pounds, with a value of $69,653.

Imports of all other manufactures were: 1915, $89,541; 1916, $120,111, and 1917, $133,241.

C. L. L.

MR. FEDER IS PESSIMISTIC

MARCUS H. FEDER, president of the London Whiffs Cigar Company, located in Cleveland, Ohio, has decided opinions regarding the present prices of leaf tobacco. He believes that a suspension of import duty during the war would greatly stimulate the industry and increase the war revenues.

The views of the London Whiffs Cigar Company are expressed in the following letter, which is a copy of one sent by that company to Secretary McAdoo, at Washington:

"December 19, 1917.

Secretary W. G. McAdoo,
Washington, D. C.

Dear Sir:

Contrary to the wishes of our administration to keep all industries unhampered, so as to obtain the calculated War Revenue from all industries, including the cigar industry, with the least inconvenience, the 'Growers-Packers-Combine' of Cigar Leaf Tobacco has resorted to the most unpatriotic methods to hamper our industry by advancing prices upon domestic tobaccos which must eventually drive many of us out of business, and by so doing, is working in harmony with the methods of the cigar trusts, limiting the general output, and depriving thereby the Government of its full calculated Revenue of the recently enacted War Revenue Bill.

The records of the Department of Agriculture give complete figures of the present cost of raising all kinds of tobaccos, whereby it can be plainly evinced the disregard which the 'Growers-Packers-Combine' show in their profiteering methods, taking advantage of the present war Crisis, forcing upon our industries the hardship by advancing the prices on us from two hundred to three hundred per cent. above normal.

Unless immediate relief is given to the independent manufacturers and the 'Combine' brought strictly under the 'Food Control' administration, the recently enacted War Tax on cigars will be a distinct loss to the Government, as most of the independent manufacturers will soon be put out of business.

Immediate relief can be given by suspending import duty during the war, which would largely stimulate our industries in all branches, increase the War Revenue, and win us the sympathy of all South American Republics, where tobaccos are desperately in want of buyers.

Trusting that you will give the above your kindest consideration, we are.

Respectfully yours,
THE LONDON WHIFFS CIGAR COMPANY,
By LLOYD H. FEDER.

HAVANA CIGAR STATISTICS

Havana Cigar Statistics

Exports of cigars from November 1 to November 30, 1917,	13,911,902	cigars
Exports of cigars from November 1 to November 30, 1916,	10,807,857	"
Increase during the month of November, 1917,	3,104,045	"
Exports of cigars from January 1 to November 30, 1916,	109,859,641	"
Exports of cigars from January 1 to November 30, 1917,	99,396,165	"
Decrease during the first eleven months of the year 1917,	10,463,476	"

Increases by countries in November, 1917, as compared with November, 1916:

Great Britain,	3,378,309	cigars
Spain,	597,420	"
Switzerland,	263,250	"
France,	244,435	"
Australia,	183,000	"
Panama,	112,650	"
Uruguay,	71,350	"
Chile,	34,750	"
Gibraltar,	32,000	"
Mexico,	28,730	"
French Africa,	24,700	"
Dutch West Indies,	24,300	"
China,	14,050	"
Egypt,	12,600	"
Total,	5,021,544	"

Decreases by countries in November, 1917, as compared with November, 1916:

United States,	1,514,765	cigars
Canada,	117,860	"
Russia,	85,250	"
Argentine Republic,	82,825	"
Norway,	74,589	"
Brazil,	36,310	"
Denmark,	20,800	"
Total,	1,932,399	"

Standing of the ten principal countries, which in the year 1916 imported from us over one million cigars, at the end of November, 1917, and comparison with the same period of 1916:

	Increases	
Spain,	3,383,424	cigars
France,	3,346,878	"
Australia,	501,641	"
Total,	7,231,943	"
	Decreases	
Great Britain,	12,949,339	cigars
Denmark,	1,842,960	"
Russia,	1,432,497	"
United States,	1,300,338	"
Canada,	737,604	"
Chile,	437,738	"
Argentine Republic,	375,133	"
Total,	19,075,609	"

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

Havana Warehouse Monte 167 Telephone Juba 1942
M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS 90 Wall St., New York

JOSE F. ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

MILTON H. RANCK
Packer and Dealer in
Domestic Leaf Tobacco
Office: Cor. Duke and Chestnut Streets
LANCASTER, PENNA.
Packing Houses: Strasburg and Lancaster

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306 NO. THIRD STREET, PHILADELPHIA

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

Want Ads Pay
in
The Tobacco World

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

Cork Tips **Cork Bobbins**

BOUCHER CORK & MACHINE COMPANY, Inc.

122-222 WEST 18TH STREET NEW YORK

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W

WM. WICKE RIBBON COMPANY

Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain

WOODHAVEN AVENUE, GLENDALE, NEW YORK

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
RETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

THE YORK TOBACCO CO.

Packers and Jobbers in All Grades of **LEAF TOBACCO**

Office and Warehouse, 15 East Clark Avenue, YORK, PA.

MANUFACTURERS OF CIGAR SCRAP TOBACCO

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QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

John F. Nissly & Co.
Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

H. NEUBERGER COMPANY
Incorporated
130 Water Street
New York
IMPORT EXPORT
LEAF TOBACCO

Dependable Quotations

(Continued from Page 20)

pany had a right to rely on the offer made. That this was the intention of the parties is shown by Standard Company's letter of August 11th, stating that it could not hold open the price any longer and this language is repeated in the letter of August 17th.

There is only one conclusion to be drawn from the pleadings, and that is, that the Standard Company held the order awaiting the Bruner Company's final confirmation of it, and that if the final confirmation came to the Standard Company before it had withdrawn its quotation, it is bound.

Was the revocation of the offer effective or did it come too late? While an acceptance is complete where a letter is deposited in the mail, a retraction of an offer can have no effect until it is communicated to the person to whom the offer is made and the revocation can take effect only if it is communicated to the other party before its acceptance. An offer to contract, communicated by post must be considered as continually made until it reaches the other party. If he accepts before knowledge of a retraction of the offer, the contract is binding. The letter of August 11th, written by the Standard Company to the Bruner Company, retracting its offer, was not received by the Bruner Company until August 14th. On August 12th the Bruner Company received a telegram from the Standard Company, withdrawing its offer. It therefore appears from the pleadings that the Bruner Company accepted the Standard Company's offer by telegram on August 11th, and that this acceptance was received by the Standard Company before it telegraphed a revocation of its offer, and before the Bruner Company had been notified that the offer had been withdrawn, it accepted the contract and the revocation came too late.

This is a pretty important case, especially just now when quotations are soaring and sellers are withdrawing from the market. Wherever it is practicable to do it, it is best to withdraw an offer *by telephone*. Even that would not be a good withdrawal, however, if the buyer had mailed or wired his acceptance before he was called up. Many concerns get around this by adding the following: "This quotation good only to 12 o'clock, Monday, April 8th." A quotation given in that way automatically expires at the time set, and doesn't have to be withdrawn. (Copyright by Elton J. Buckley.)

Albert Freeman, of Sidney J. Freeman & Sons, is now Private Albert Freeman, First Recruit Detachment, Barracks A, Fort Totten, N. Y. He sends his regards to all his friends.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
INCORPORATED
LOUISVILLE, KY., - - U. S. A.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

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Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

GOMAR:—40,473. For all tobacco products. November 21, 1917. George Schlegel, New York City.

NORMA TALMADGE:—40,475. For all tobacco products. December 15, 1917. American Litho. Co., New York City.

SEV-N-SEE:—40,476. For all tobacco products. November 3, 1917. Yocum Brothers, Reading, Pa.

7-C:—40,477. For all tobacco products. November 3, 1917. Yocum Brothers, Reading, Pa.

BOOCUS:—40,478. For cigarettes. December 11, 1917. Nicholas Boocus, Babylon, L. I.

ANCIANO:—40,480. For all tobacco products. December 14, 1917. The Mochle Litho. Co., Brooklyn, N. Y.

SMOKERS' PRIZE:—40,481. For cigars. December 17, 1917. The Licking Valley Co., Covington, Ky.

GRANDON CLUB:—40,482. For cigars. December 17, 1917. The Licking Valley Co., Covington, Ky.

LORD LOFTON:—40,483. For cigars. December 17, 1917. The Licking Valley Co., Covington, Ky.

SABNOR:—40,484. For cigars. December 10, 1917. Brawley Bros., Litchfield, Ill.

QUALITY C. H. C:—40,485. For cigars, cigarettes and tobacco. December 8, 1917. F. M. Howell & Co., Elmira, N. Y.

TRANSFERS

LADY WALLACE:—27,337 (Trade-mark Record). For cigars, cigarettes and tobacco. Registered September 30, 1902, by Heywood, Strasser & Voigt Litho. Co., New York City. Transferred to Durlach Bros., New York City, March 5, 1904; transferred back to Heywood, Strasser & Voigt Litho. Co., New York City, August 22, 1917, and re-transferred by the latter to the Tri-State Cigar Mfg. Co., New Brunswick, N. J., December 5, 1917.

ONIATTA:—16,334 (Tobacco World). For cigars, cigarettes and cheroots. Registered October 2, 1908, by Heywood, Strasser & Voigt Litho. Co., New York City. Transferred to J. M. Shorb, McSherrystown, Pa., December 14, 1917.

EL MUNDICO:—39,772 (Tobacco Merchants' Association). For cigars, cigarettes, cheroots and tobacco. Registered June 9, 1916, by American Litho. Co., New York City. Transferred to La Kurba Cigar Co., Chicago, Ill., December 21, 1917.

ANOTHER FISH STORY

Among various things the keeper of a certain general store sells fishing rods. For the purpose of advertising them he has a large rod hanging outside, with an artificial fish at the end of it. Late one night, when most people were in bed, a man, who was rather the worse for his night's enjoyment, happened to see the fish. He looked at it, and then went cautiously up to the door and knocked gently. The storekeeper did not hear this, but, after the man had knocked a little louder, he appeared at the window above.

"Who's there?" said the storekeeper.

"Don't make a noise," said the man in a whisper, "but come down as quietly as you can."

At this request the storekeeper, who had recently been robbed, thought there must be something the matter. So he dressed and came down as quietly as possible.

"What is the matter?" he asked.

"Sh!" said the man. "Pull your line in quick; you've got a bite."—"San Francisco Grocer."

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

For Sale.

FOR SALE—SECOND-HAND CIGAR STORE OUTFIT, show cases, zinc-lined tobacco cases and humidors. Address 4057 St. Clair Avenue, Cleveland, Ohio.

FOR SALE—Twenty-four Miller, DuBrul & Peters suction tables, in perfect condition. For a quick sale a very low price will be accepted. Address Box 151, "The Tobacco World."

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

Wanted.

WANTED—THOROUGHLY EXPERIENCED SUCTION FOREMAN, who can speak Hungarian, Slavish and Windish, as head foreman for daily production of 120,000 ligars. Highest salary paid best man. Box 222, "Tobacco World."

WANTED—THOROUGHLY EXPERIENCED PACKER FOREMAN for Up-State factory, who is capable of handling production 100,000 a day. Salary no object. Box 224, "Tobacco World."

GOOD FACTORIES IN FIRST DISTRICT (Pa.), making Union cigars, and in Ninth District (Pa.), making non-Union cigars, can place their goods with best jobbers in Eastern territory through the writer on a commission basis. Address T. C., Box 223, "Tobacco World."

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made. J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

CIGAR FACTORY IN THE MIDDLE WEST desires competent man as Foreman, with experience on short filler cigars. State experience, nationality and salary expected; also give reference. Address Box 226, care of "Tobacco World."

CASH REGISTER WANTED—State price, make and number. Wolf, 5417 Webster Street, Philadelphia.

The St. Paul Cigar and Tobacco Retailers' Association will hold a special meeting on January 16th.

Oscar S. Veit, veteran cigar salesman, and widely known in the trade, died recently. At the time of his death he was employed by Gans Brothers. He was a past president of the Salesmen's Association.

Mr. and Mrs. Henry Reiss have recently announced the betrothal of their daughted Rose to Henry A. Voice. Mr. Voice is the well-known traveling representative in New York and Pennsylvania, as well as Baltimore and Washington territory, for the Pasbach-Voice Lithographing Company, of which his brother, J. A. Voice, is secretary.

The Tobacco World

Established 1881

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TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

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Finest Imported Cigar Bands and Labels. Also GUMLESS Bands
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27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

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BANDS AND ADVERTISING
American Lithographic Co.
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MANUFACTURER OF ALL KINDS OF
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CIGAR BANDS
SHOW CARDS
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LITHOGRAPHIC SPECIALISTS
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BANDS AND TRIMMINGS

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B. B. B. Co., Montreal, Canada
PHILADELPHIA OFFICE
322 Chestnut Street
SELLING REPRESENTATIVES
ADOLPH FRANKAU & CO.,
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Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

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The Standards of America

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs

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Favored by retailers who demand and deserve legitimate profit and chosen by consumers who recognize and receive real quality—Muriel Cigar

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Reading Room.

VOLUME 38 NO. 2

The TOBACCO WORLD

JANUARY 15, 1918

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STRIPPED and BOOKED P. R. SHORTS

From only the choicest districts in PORTO RICO

FANCY UNSTEMMED DOMESTIC FILLER

We are pleased to send samples of any grade upon request

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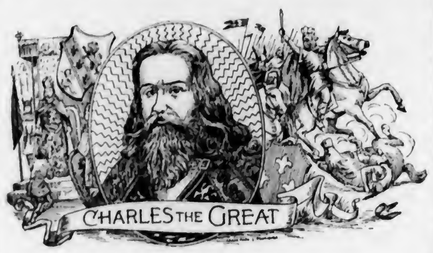

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CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

DEALERS

There's a Big Demand for

FLOR DE

MELBA

The Cigar Supreme

They're quite a bit better than others. All popular shapes.

Sell for 3 for 25c, 10 c straight, 2 for 25 c, 3 for 50 c and 25 c straight.

Our national advertising helps you sell FLOR DE MELBAS.

Thousands of satisfied FLOR DE MELBA smokers help you increase your business.

See your jobber now, or write us

I. Lewis Cigar Mfg. Co. - Newark, N. J.

Largest Independent Cigar Factory in the World

F. LOZANO, SON & CO.

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Volume 38 — Number 2

THE TOBACCO WORLD

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year — PHILADELPHIA, January 15, 1918 — Foreign $3.50

Retail Organizations Can Build Business for Their Members by Local Advertising

THE increased price movement has received a considerable impetus from the United Cigar Stores Company who have recently been issuing to customers a circular headed, "You Are Entitled to Know Why Prices of Cigars, Cigarettes, Smoking Tobaccos, Etc., Have Been Advancing." It explains the situation briefly, clearly and thoroughly. The independent retail cigar dealers ought to be thankful for this circular whether they are or not, fo rin benefiting themselves the "United" is also benefiting the entire trade.

Right in line with the increased price movement is the continued growth of retail cigar dealer associations. It has required a crisis to awaken the thinking dealers of the country to the value of co-operation.

And we would add a suggestion to the retail organizations. Educate the consumer to patronize association stores. Get up an association sign or window placard such as used by an association in New York. Hang is over your door or paste it on your door or in your window. Whatever else the "United" shield represents, to the consumer who knows it means well conditioned stocks and service, and one place where he is nearly sure of getting what he wants. And the stranger in a strange city who knows "United" cigar stores will hunt for the "United" shield before he trys an ordinary cigar store.

The thought we wish to suggest to retail associations is to educate the consumer to patronize the cigar stores which display the sign of the local retail organization. This can be done through space in the local newspaper by advertising in it once a week. This advertising can be paid for by a small assessment each week on the members. Let the space used be in proportion to the amount each member can afford to donate a week whether it is twenty-five cents or a dollar. Familiarize the consumer with your emblem or sign. Teach him that any cigar store displaying that sign keeps good cigars and gives service. Organization men are usually progressive men and successful ones. Members of a retail association generally represent the leading tobacconists of the city. They are successful because they carry standard and quick selling brands; they conduct a profitable business. Their businesses are profitable because they conduct it satisfactorily to the consumer.

The point is to make the consumer understand that wherever he sees the sign of the local association displayed he is sure that it is a cigar store above the average. Make him understand that if his wants can be supplied in that city he is most likely to find what he is looking for in a store displaying the association sign.

An association with a hundred members ought to be able to get a contribution of twenty-five cents a week from each member for advertising. Twenty-five dollars will buy sufficient space to show the association emblem and to inform the consumer that he can always get good cigars, cigarettes and tobaccos in stores displaying this sign.

The power of a properly directed retail organization is enormous, if understood. The man who won't go along and play fair can soon be shown his place if the association executives know how to play the game. He can be brought into the fold or put on the shelf by the right kind of organized effort.

Maintaining a standard of prices is a fundamental purpose of a retail organization but the big thing to do is to popularize the association and get the consumer to buy at the stores whose proprietors are members. It is not necessary to play up the prices of goods to do this. The thing is to convey to the consumer that association stores have quality goods, well conditioned goods, and that they offer a maximum service to customers.

The "United" is not such a terrible enemy of the independent even though its prices may be slightly lower or even though it does give a rebate in the form of coupons. The wide awake and progressive dealer can well afford to copy its standards of service, its methods of keeping goods in condition, and its attractive and well arranged windows and interiors.

There is no good reason why in a town large enough to support a "United" store a retail organization cannot make itself and its stores as popular as the "United."

It is a great mistake for a retail cigar and tobacco organization not to let the general public know that such a body exists. A sign or emblem should be adopted and the public should be taught to under-

(Continued on page 28)

Destroying the Prime Enemy in Business

By J. R. McCleskey

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WHAT would you give to have all sense of fear destroyed in your consciousness—fear of the future, fear of disaster, fear of poverty, fear of some person, fear of an evil circumstance, fear of germs, fear of accident, and the thousand nameless fears that constantly harass the average human?

Fear is without question the prime enemy in business, and is likewise the greatest enemy to human happiness, progress and success. The average person gets up in the morning, and first of all, is afraid of certain things to eat; if the weather is wet, he is afraid of catching cold. He goes down town and is continually on the jump for fear of being hit by an automobile. Perhaps he has recently taken a new position, and he is constantly afraid that his work is not giving satisfaction and that he cannot "hold the job," or he is afraid that some fellow employee is going to "knock" him with the boss. He is afraid that he is not going to get that raise in salary, or if times are a little dull, he is afraid that he may be let out. Sometimes, too, he may be afraid that he is going to do just a little more work that he is paid to do, or that he may be asked to work a little overtime or help some fellow worker once in a while. In fact, the whole round of the average day for the average person is made up of fears, either conscious or subconscious.

Did it ever occur to you that this monster called fear might be overcome if we only had the courage to face it for what it really is and put it out of our consciousness?

What is fear? Did you ever stop to analyze it? Did you ever make any effort to find out its true nature, where it comes from, and whether it is the master of you or you the master of it? Or have you thoughtlessly bowed to its mandates without questioning its authority?

It is self evident, of course, that fear is a state of consciousness. Now, in order for fear to exercise any power or authority over you and make you miserable, mar your happiness, minimize your efficiency and menace your success, it must first gain entrance into your consciousness. You say, "But how am I to keep the thought or sense of fear from coming into my consciousness?" You can answer this question by asking yourself another question. How can you keep darkness from coming into a room? By keeping the room filled with light, of course.

Just as you can keep darkness out of a room by keeping it filled with light, just so you can keep fear out of your consciousness by keeping your consciousness filled with thoughts that are the opposite of fear. If a man keeps his mind filled with thoughts of confidence and trust, thoughts of kindness for his fellow employee, unselfish consideration for the rights of others, with an earnest desire to do unto others as he would be done by, and places his faith in good instead of the seeming evil, that man has no room in his consciousness for thoughts of fear.

If a man is honestly striving to do by his employers as he would like to be done by when he gets to be an employer, it is impossible for that man to be afraid that he is not giving satisfaction. If he is entertaining thoughts of kindness for his fellow employees and unselfish consideration for others, he can never be afraid that he may do a little of somebody else's work or do a little more than he is paid to do.

There is an old saying that the man who never does more than he is paid to do is never paid more for what he does. If a man is continually doing just a little more than he was hired to do, and is continually thinking of ways and means of making himself more valuable, how can he possibly be afraid that he is not going to get the raise in salary—for he invariably gets it at the right time, and he knows all the time that he will get it if he replaces his thoughts of fear with thoughts of giving better service and a stronger desire to do as he would be done by if he were the boss.

The man whose consciousness is filled with thoughts of fear is identically like the room that is filled with darkness. Where does the darkness come from? Has it any real origin? Has it any substance? Did it come from any place or go to any place? When you fill a room with light what becomes of the darkness? Where does it go to? Darkness is nothing more or less than a negative condition or the absence of something—the absence of light. Likewise, fear is simply a negative condition or the absence of unselfishness, kindness, consideration for others—absence of faith in the Creator of the universe as infinite good and faith in our fellow man. In short, fear is a negative state of consciousness, or the absence of right thoughts; and as soon as we put right thoughts in the place of wrong thoughts, we immediately see the unreality or the nothingness of the wrong thoughts which have caused all of our fears.

It is perfectly plain that fear and gratitude do not travel on the same train—they cannot both occupy the same consciousness at the same time. Therefore, why not cast out those ghostly shadows of the past and the fear of what might happen in the future, and let's go to our work each morning without minds so filled with gratitude for today's opportunities that there can be no room in our consciousness for a single thought of fear.

It matters not how small a job or how big a job we may have, let's be grateful that we have it—grateful for the opportunity that we have each day of doing our work just a little better than we did it the day before—grateful that we have the opportunity each day of being unselfish, kind and considerate toward everyone with whom we come in contact. Discouragement, worry, anxiety, grouchiness and the accompanying discords are all by-products of fear; and such thoughts never make opportunities for us, and certainly never

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An International Trade Mark Bureau

Washington, D. C.

DISPATCHES just received from Havana report the inauguration by the Cuban Government of an International Trade-Mark Registration Bureau for the Northern group of American Republics. The subject of the protection of industrial property, and particularly of trade-marks, occupied a large place on the program of the Pan-American Financial Conference, held in this city in 1915. The protection of trade-marks was incorporated by the conference into the program of the International High Commission, which was organized in accordance with a resolution of the conference, and which held its first meeting at Buenos Aires the following year. The work of the Commission in this regard has been based upon the International Convention of Trade-Marks signed in Buenos Aires in 1910, which provided for two international trade-mark registration bureaus, one at Havana, the other at Rio de Janeiro. The Havana bureau was to receive the trade-mark registration entries from the Republics of Central and North America and the West Indies; while that at Rio de Janeiro was to perform the same service for continental South America.

The Havana bureau will be supported on a pro rata basis by all the American republics of the northern group which have ratified the convention—the United States, Cuba, Dominican Republic, Guatemala, Honduras, Nicaragua, Panama and Costa Rica. Its operation will be under the direction of the Cuban Government. Efforts will now be centered on securing the early formation of the bureau at Rio de Janeiro.

Tobacco dealers are particularly anxious to have all of the countries of the Americas come in under the trade-mark agreement. It was but recently that the American consul general at Mexico City, in a letter to the State Department, invited the attention of the authorities to the fact that Mexico City is flooded with counterfeit American tobacco and cigarette packages. Manufacturers in many lines have been suffering from these sharp practices of the Latins, who are highly accomplished trade-mark pirates, for many years. Complaints have been sent to the various branches of our own government, but because of their being no pacts between the countries to the south of us, little has been accomplished to date. This now will very largely be changed. Heretofore, if a trade-mark registered in the United States was not also registered in each of the Latin-American countries, the owner had no protection in them in the event of some native picking it up and, on complying with the requirements of the laws of the particular country he choose, secure registration, and the mark became his as against the rightful owner in the United States. Under such conditions, all that is left for the owner to do is to buy the other fellow out, very often at an exorbitantly high figure—and this practice is responsible for the term "trade-mark pirate." Much of the registration by natives is purely for the purpose of blackmailing American concerns, it is said.

With respect to the countries, party to the agreement, the owner of a trade-mark, patent or copyright, resident of the United States or any of the other countries concerned, will be required only to register the same in the Havana bureau to secure protection; the bureau will automatically take up registration with each of the countries named.

This service will prove invaluable to American manufacturers and producers. Not only will it save them from the necessity of buying out the pirates, but will serve to protect their good names where pirates grasp the trade-mark and turn out an inferior type of goods.

C. L. L.

Tobacco Taxes Show Big Gain

An increase of over $4,000,000 in the taxes paid by the tobacco industry during the month of October, 1917, as compared with the corresponding month of the preceding year, is shown by the figures just secured from the Commissioner of Internal Revenue. During the month, collections in 1917 amounted to $13,337,375.28, as compared with $8,683,048.15 for 1916, an increase of $4,654,327.13. Most of this increase was from the taxes on cigarettes, and chewing and smoking tobacco.

Taxes collected on large cigars in October, 1917, amounted to $2,676,276.67, against $2,258,300.92 for the same month of 1916, an increase of $418,075.75. On small cigars, the collections in 1917 were $87,084.37, as compared with $59,423.52 the preceding year, an increase of $27,660.85.

Large cigarettes furnished revenue during October, 1917, to the amount of $12,482.69, an increase of $2188.49 over the collection of $10,294.20 of October, 1916. Small cigarettes, however, jumped from $3,127,861.79, in October, 1916, to $5,461,161.25 in the same month of the following year, an increase of $2,333,299.46.

Taxes collected on snuff of all descriptions, increased from $221,854.53 in 1916, to $319,501.12 in October, 1917, a gain of $97,646.59. Chewing and smoking tobacco showed an increase in collections of $1,240,682.60, jumping from $3,004,884.84 to $4,245,567.44. The special taxes collected from manufacturers of cigars, cigarettes and tobacco, increased from $528.35 to $90,636.95, a gain of $90,108.60.

This month also saw the first of the floor tax collections under the new revenue act, the amount being $444,664.79. This was for but part of the month, and it is expected that future reports will show great increases in the collections for this item.

Cigar Production for October

THE October report, just issued, of the cigar and cigarette production of the country gives an opportunity to study accurately, for the first time, the output of the different classes of cigars, due to their arrangement under the new war tax classification. The report is produced herewith. Attention is directed to the fact that the production of Class C cigars (cigars retailing at more than seven cents and not over fifteen cents) reaches a somewhat larger total than estimates have previously indicated.

The total of all cigars produced exceeds the October, 1916, output by more than twenty millions, but this increase is made up entirely by little cigars. Large cigars actually fell off as compared with October, 1916.

No one should study these figures or attempt to draw conclusions from them without first making a note of the fact that October, 1917, was a month of unusual conditions and readjustments and the first month of the new war tax on cigars by classes. Naturally, manufacturers proceeded cautiously just at that time. But if the cigar production under such unusual conditions as obtained in the industry in October, 1917, can be held up to such a high mark, then most certainly there is every indication that the cigar and tobacco business is going to prosper as never before.

The figures are as follows:

Products	Oct., 1916	Oct., 1917
Cigars, large, Class A..No.	.....	226,957,027
Cigars, large, Class B..No.	.....	382,775,917
Cigars, large, Class C..No.	.....	137,625,681
Cigars, large, Class D..No.	.....	2,517,050
Cigars, large, Class E..No.	.....	2,626,055
Total	752,733,640	752,501,731
Cigars, small .....No.	79,231,360	101,344,527
Cigarettes, large .....No.	2,859,500	3,070,147
Cigarettes, small .....No.	2,502,289,432	3,403,437,214
Snuff, manufactured ..Lbs.	2,773,182	3,170,677
Tobacco, chewing and smoking .....Lbs.	37,561,060	41,485,529
Playing cards .....Packs	4,339,888	2,437,638

Note.—The figures for October, 1917, in above statement are subject to change until published in the annual report of the bureau.

Philippine imports for September, 1917 (not heretofore reported), were 17,821,850 large cigars and 280,400 small cigarettes.

Philippine imports for October, 1917 (which are included in above statement), were 9,650,463 large cigars and 510,000 small cigarettes.

Start Something

INITIATIVE and perseverance are probably the two greatest qualifications in storekeeping except, perhaps, character. And of the two essentials, initiative is by far the more needed every business day of the year.

Initiative in storekeeping is generally that in a man which enables him to see things before others discover them; then the power to put his thoughts into effect.

The day is past when a merchant can expect to wait for success to seek him and push him forward because of the pull he thinks he may possess. The day is fast fading when business goes to the man with a pull; it is the person having the push who succeeds in the commercial world today.

States a noted student: "In every human being there are two spirits: the dauntless, firm, aggressive spirit and the weak, submissive spirit. The one pushes ever onward in spite of obstacles; the other has a tendency to submit, to yield, to give way. The first stands for victory; the second for defeat."

As an example: A young man about to start on his business career came for advice to an older merchant. "I thought, sir," said the embryo storekeeper, "you might give me some pointers on the thing needed most to get along."

The boy expected to be told to cultivate shrewdness, long-headedness, quick judgment, the ability to analyze all desirable commodities in business.

Instead, the man replied: "My boy, there are many things you need to be a merchant, but none more than a good temper. It is a hard life, a nerve-racking temper-testing life you've chosen, with all its gripping fascination. If you let the frets and the ups and downs of it knock your disposition you are done for. Keep even-tempered, smile instead of swear when orders don't come your way. Cultivate a sunny temper; it makes for good will."

Bear in mind that to start something you must have more than an idea; you must carry out that idea to achieve success. You see all around you men who have raised themselves to positions of comfortable prosperity, because they had ideas and jumped in and worked them out.

Concentration alone conquers; it brings out the greatest efficiency, whether it is of an individual or of a large force; it develops the best results.

Just make up your mind on one thing: to stay in business you must keep abreast of the new ideas, also keep your eyes on what the other and perhaps more successful merchants are doing.

Remember and note:

Your hardest competitor is not the man who undersells you.

Nor is he the man who underbuys you.

The competitor you need most fear is the man who uses brain, plus energy, plus system, to keep things moving all along the line.

Competition is no longer so much a matter of price as it is a matter of brains.—Business Forum, *Public Ledger.*

What Should My Bank Balance Be?

By Gordon W. Kingsbury

IF you keep too much money in the bank, your banker is getting rich at your expense. On the other hand, if you do not keep sufficient funds, "within easy reach," your business may go to the wall. What is a happy medium?

Your answer to the above problem may spell success or failure in your business. It is almost as grave a sin to have too much idle money as it is to be shy of ready cash. The man who lets his money rest in the bank is not earning as large an income as he should or as he can. He overlooks the real purpose of money, namely: "to produce."

Obviously, no merchant is a success who fails to keep an adequate bank balance. His problem then is to keep sufficient money on hand to run his business. He must also maintain a good standing with his banker. When he accomplishes these two *duties* he can invest his surplus funds in good securities or in the further expansion of his business.

To determine how much money you should keep in the bank, ask yourself these questions:

1. What is the volume of my business?
2. How long does it take me to produce what I sell?
3. How much time do I allow my customers to pay me?
4. Must I be prepared for "seasonable" variations?
5. How fast do I move my stock?
6. How long do my creditors allow me to pay?
7. What time would be required to "cash in" my quick assets?

You may be disposed to say that these questions complicate the situation, but you can console yourself by remembering just one simple rule. I shall state that rule, and then discuss each of the separate questions. The rule is:

"Let your current assets equal 125 to 133 per cent. of your liabilities."

To put this rule in other words. "You should keep enough money in the bank and in goods that can be quickly converted into cash to exceed your expenses by a margin of from 25 to 33 per cent."

If you will just re-read these two statements of the rule, you will see that the principle is a simple one. However, you should digest carefully the discussion of those seven questions.

Question one: What is the volume of my business?

If you do a business which mounts into thousands or hundreds of thousands of dollars every year, you will naturally need more ready cash to conduct that business than if you have a pay roll which can be met with a few hundred dollars each week. In case you plan an extension of your business and expect to take care of a greater volume, you will need to plan for an increase in the available funds. In estimating the volume of your business, be sure to get accurate figures. Do not try to make the volume look too small, for in so doing there is danger that you will underestimate the amount of money necessary for the conduct of your business.

Let your estimate of "volume" include a very accurate estimate of costs. When you have estimated costs, consider carefully whether costs are likely to mount still higher. You know enough about buying to appreciate that it is quite the style for costs to increase over night. If the war continues, costs are likely to go still higher. A state of war and low costs seldom prevail at the same time. As costs increase, it will be necessary for you to increase your prices. As you increase your prices, the demand for your goods is liable to fall off.

Question two: How long does it take me to produce what I sell?

Imagine for a moment that you were to turn horticulturalist and raise peaches for your living. Your first move would be to estimate the amount of funds required to launch your enterprise. You would probably take a few weeks or months to select your farm and place the initial order for your nursery stock. From the time the young trees were planted, four years would pass by before you would pick peaches that were fit to market. In the meantime you and your hired man would have been patiently cultivating and spraying the young trees. Money would have been going out, but nothing would have been coming in. Your original estimate should have provided for these lean years. You should have allowed at least four years to produce what you planned to sell.

A venture in horticulture is usually quite different from the experience enjoyed by a retail grocer. He manufactures nothing but service, and his original plan for financing his business need only include a large enough bank account to lay in his stock and meet his current expenses for a few months. At the end of a short period of time he has converted his merchandise into cash and secured compensation for the service he has produced. In most businesses where service is the article produced, there is not as great a necessity for an extensive bank account as when raw material is converted into a finished product by some process of manufacture.

It is the purchasing and holding of large stocks of raw material that keeps financiers guessing. If you expect to take advantage of a low market, and load your storage space before an article is manufactured, be sure to increase your bank account accordingly. When goods must be held for curing or ripening, the conditions are the same.

Question three: How much time do I allow my customers to pay me?

If your business is such that you receive your money immediately upon the sale of the merchandise, you do not need to worry about how long it takes to collect your accounts. However, credit is an important item of consideration and Mr. Successful Business Man knows both sides of the question. He understands how long to let his bills run and what credit to allow his customers.

There are definite customs governing credit, but the important consideration to bear in mind, in considering its relation to your bank balance, is to keep enough ready cash on hand to carry your business until the customer pays. The prevailing custom today is a thirty-day limit. When you sell on credit, you have a right to expect that your customer will pay at the end of thirty days. It is often wise to allow a discount for a remittance within ten days. Cash at once is better than a promise to pay later, but do not offer too large a discount for an immediate remittance.

It is the custom, in many lines of business, to allow sixty, ninety or one hundred eighty days for the settlement of accounts. You are already familiar with the custom prevailing among the people with whom you deal, but bear in mind that the tendency among-up-to-date merchants is to reduce the time limit. Be a member of the "advance guard" and courteously request that your customers pay their bills promptly. Avoid doing business with those customers who seek to extend the reckoning day when they meet their obligations to you. Such a policy will not only help your finances, but will eventually command the respect of the parties with whom you do business.

Financiers, the country over, are predicting a gradual reduction in the time allowed for the payment of bills. I mention this to acquaint you with the tendency of modern business. This is an encouraging feature of modern merchandising and may assist you in collecting from the people who are indebted to you. It cannot be said that this change in custom will aid you materially in reducing your bank balance for it is to be assumed that the people from whom you buy will want their money as soon as you do yours. Of course, the merchant who can get an extension of credit which is longer than the time he allows is in clover. He is making money by the prompt action of his customers, or should I say, by the dilatory methods of his creditors?

Question four: Must I be prepared for seasonable variations?

You can answer this question better than any one can answer it for you. The history of your own business should have taught you whether or not you need to be prepared for fluctuations, varying with the seasons.

I have a friend who has laid by a snug little sum by buying and selling cattle. For a few weeks in the fall he is busy handing over his cash to the farmers, and he is obliged to plan several months ahead in order to be able to meet these cash payments before he receives his check from the meat packers. Dealers who handle clothing are subject to seasonable variations. Until recently, the automobile business was highly seasonable. Now the public will buy cars in the fall as well as in the spring. The financial burden on the dealers and manufacturers has been lessened.

To meet seasonable variations it is necessary to plan during the balance of the year to take care of the period of heavy expense. In case you will need an unusual amount of money during one particular month of the year, it is well to set aside a certain share of your income during the other months. If you can borrow at the bank, it may be advantageous to let the bank carry your burden. It is usually safe to assume that you can make enough by discounting your bills to defray the cost of a temporary loan. Of course, your bank balance will not need to be as large if you obtain this financial aid.

Question five: How fast do I move my stock?

This question involves a discussion of "turnover." So much has been written about turnover, that we do not need to give it complete consideration here. It is quite obvious that the merchant who disposes, moves or turns over his stock quickly, will not need as large a bank account as the merchant who holds his goods on the shelves for a long time.

A news-stand operator has almost an ideal business as far as quick turnover is concerned. He frequently turns over his stock several times a day, whereas other lines of business are content to turn over their stocks a few times during the year. As soon as the newspaper man sells his papers, he can take the money and buy more. To him the bank may serve only as a place to deposit his surplus after he completes his transactions.

It is a well-understood principle that advertised merchandise turns over more rapidly than the non-advertised product. If you handle advertised lines, your money comes faster, and you are not obliged to maintain as large a bank balance to meet emergencies. When you sell a product that moves slowly, be sure to mark up the selling price sufficiently high to cover the cost of the slow turnover.

There is another phase of the credit question which has an important bearing on the size of a merchant's bank balance. To consider this, you must be able to answer question six.

Question six: How long do my creditors allow me to pay?

One of the functions of your bank account is to meet your bills. The total of the accounts you owe represents, under ideal conditions, the minimum to which you can let your bank balance fall. Watch the total of these obligations carefully. Keep your eye on bills that are coming due in the future, and prepare your bank balance to meet these emergencies.

Under the discussion of question three, you observed that there is a growing tendency to shorten the time limit on bills. As you plan the future of your business, make provision for this. It is to be assumed, however, that you enjoy a reputation for paying your bills promptly, and under these circumstances you need have no fear that your creditors will demand a more prompt payment from you than they do from other customers.

Most large firms have a clean-cut credit rule. If the parties from whom you buy ask to have their bills paid in thirty days, be sure to comply. These creditors may prove a useful reference some day when you need to borrow money.

Where a discount is allowed, it is usually advisable to take it. Remember also, that it helps your credit to discount your bills. Try to keep your bank balance sufficiently large to take advantage of all discounts. Now, let us consider question seven.

Question seven: What time would be required to "cash in" my quick assets?

When a firm needs money, it usually needs the money badly. The next best thing to cash is some-

Getting the Money

By Frank Farrington

IN hundreds of calls upon retail dealers throughout the country my question, "What one thing about the management of your business causes you more trouble than anything else?" has been almost uniformly met with the reply, "Credits; collecting what folks owe us."

Practically all merchants who have trouble with the credit side of their business find its source in the difficulty they have in getting the money people owe them. It is necessary to see that the poor pay people do not get in too deep, that they pay up promptly, and that folks with plenty of money pay promptly too. There is no profit in any sale until the money is in the cash register.

It is all right to seek relief from losses on poor accounts by doing a cash business, but there will always be people who cannot pay spot cash and are willing to pay something extra for the privilege of taking more or less time on the account. Without doubt people will buy more freely for credit and the ideal way to make the business big and successful is not the spot cash way. Rather it is through the use of a limited credit with prompt collections.

The smaller a bill, the easier it is paid. As somebody has put it, "A short horse is soon curried." When a bill gets to where it is out of proportion to the customer's pay check, then it begins to drag, and the dragging bill does not wear itself out in the dragging, though it may wear out the merchant's patience.

By fixing an absolute time limit on all accounts, declining to allow anyone to continue to buy on credit when the bill has not been taken care of within that limit, say thirty or sixty days, nobody can get in debt to you more than the purchases of that period. This short-term credit plan is the best way of handling the credit business. It finds people out before their accounts get too large, and those to whom longer credit may desirably be extended can be taken care of by having them clean up the old account by giving a note or a due bill, with or without interest.

The big thing is to get *everybody* to come around at least once a month and agree about the account and its immediate or its future payment. When you get in touch with a credit customer once a month and discuss with him the account he is running, your chance of loss is reduced.

When a man starts an account for his family, it is up to the merchant to know his financial standing and something about his income, also his past reputation for paying promptly. This is where a credit bureau, established by some such local organization as the chamber of commerce, is good.

Such a credit bureau keeps a record of all the families in the community who ask for credit. The members can get this information at any time and each member may keep a card index with a card for each customer, going to headquarters for information with which to start a card about any new applicant, and passing on to headquarters any new information coming to hand or developing in experience with the family.

These credit bureaus may also act as collection agencies, and since they represent most of the stores in town, for a man to refuse to honor his account with one member may result in credit being refused him by all the members. In fact, the threat of turning the account over to the credit bureau will rarely fail to bring in the delinquent debtor to take up the question of payment in some manner.

One such organization sends out notices to all the people in town when starting its credit bureau and these notices are letters stating that such a central source of information about credit ratings is being established and it is requested that the recipient make a statement to the bureau of his reasons for claiming he is entitled to credit. This gives the bureau a standing with the public at once and makes it apparent that it wants to play fair with everybody.

The first letter this association sends to the man whose account is placed with it for collection is very friendly and takes the position that there is some misunderstanding and asks him to go and see his creditor and get the matter adjusted. Further notes are more pointed and the final notice states that in so many days the organization's attorney will take action.

But not every community has a credit bureau and some men prefer to work independently anyway. For such merchants, personal calls and personal letters are the best collecting mediums.. It is the personal touch that saves the account. If you can go and see a man and each time get either a little payment or a promise of payment on a certain date, and if you go to see him on that date, this method will produce results.

In the first place, when a man starts an account, there should be no delay in sending him a bill the first of the month following. If he starts the account the middle of the month, send out your monthly statement just the same on the first of the month. Get him accustomed to that monthly bill. Show him you believe that short credits make long friends. If he is the type of man who cannot endure having his bill presented promptly, he is probably the type from whom you will collect only with difficulty and perhaps his business is not worth the trouble.

If you expect accounts to be settled monthly, explain that fact at first when the account is started. Don't leave anything to be taken for granted, and see that each clerk understands that no new account is to be opened without an explanation that there is to be a monthly settlement. Whatever the conditions under which you are to collect, make those conditions plain right at the start and you will save a lot of trouble.

Whether you have a time limit on accounts or not, send out bills promptly and follow them with regular monthly statements. Perhaps the larger part of your customers receive their pay at some other time than

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The "Coal Budget" Plan

From Our Washington Bureau

THE seriousness of the present coal situation and the absolute need for prompt and effective curtailment of fuel consumption by industries not engaged in war work, will be brought out in the conferences to be held by the United States Fuel Administration and committees representing the larger industries, more than one hundred in all.

The Fuel Administration has mapped out what it terms the "coal budget plan." These committees will be shown the amount of coal available for all purposes, the amount required for war purposes and domestic consumers and the total curtailment of the use of coal which must be effected to satisfy these demands. They will be asked on patriotic grounds as well as for their own future interests to volunteer in behalf of their industry a reduction of the coal consumption for the year 1918. They will be asked to show the Fuel Administration the best method of accomplishing this curtailment and to advise it as to how to arrange these restrictions so as to affect only the less essential portions of their own business if possible.

When an agreement is reached as to the quantity of coal to be conserved in each industry, the Fuel Administration order will be issued, making this agreement effective as regards the total industry involved. The voluntary saving shown by the first dozen industries called into conference promises to be between 15,000,000 and 20,000,000 tons. The total offering from all nonwar industries will be between 36,000,000 and 50,000,000 tons for 1918.

The Fuel Administration asks that the various industries affected get in touch without waiting for formal notice. The Fuel Administration believes that the operation of this plan of voluntary conservation on the part of the nonwar industries will forever lay the ghost of the "cut-off-the-nonessential-industries" agitation which has been going on since the United States entered the war, and automatically will balance the relation between the production and consumption of coal and prevent any repetition of the present coal shortage.

It is not the least of the merits of this plan, according to the Fuel Administration, that is simple. Perhaps its greatest merits lies in that fact that such restrictions on fuel consumption as are absolutely necessary to keep the budget balanced will be arranged by the industries restricted and will be volunteered by them. The Fuel Administration merely comes in at the end with an order to make the voluntary curtailment fully effective.

The fuel needed in 1918 for army and navy purposes, for munitions works, for public utilities, for domestic consumers and for factories working on war material is scheduled in the budget for 100 per cent. fulfillment. With this figure, and the estimated production of coal during 1918 as a basis, a subtraction shows the amount of fuel left for nonwar industries. These industries, sometimes miscalled, the Fuel Administration points out, "nonessential industries," are the backbone of the country's economic system. They employ ten million workers and from them must come the taxes and bonds which will pay for the war. These industries have never objected to any curtailment of coal or material or men which could be shown to be necessary to win the war. It was the indefinite threat of annihilation by restrictive orders which during the last two months has alarmed the leaders of business and finance.

The percentage of reduction asked of the different industries by the Fuel Administration will, of course, vary, partly upon advice of the leaders of the industry as to what is practicable and safe shrinkage as compared with the great business activity of 1917; partly, also, it will vary with the character of the business. In proportion as an industry contributes less to the war of domestic necessities, it will naturally increase its contribution of self-limitation. One advantage of the plan is its elasticity. The total curtailment of coal consumption when completed will theoretically equalize the coal demand of the country with the coal supply for 1918. If later it turns out that there is still a prospect of scarcity, a slight increase of the voluntary curtailment can be arranged instantly and without confusion. Every industry through its first order will be in touch with the Government and its requirements. It can put into effect a still further curtailment if necessary, or it can quickly increase its activity if notified by the Government at a later date that the curtailment already arranged appears to be excessive.

In other words, the new plan "hitches up" all the industries of the country to the fuel budget, and gives them, which is all that they ask, the fullest liberty of action, excepting liberty to use coal needed for war purposes.

Your Bank Account

(Continued from Page 8)

thing that can be quickly converted into cash. If you have securities that can be quickly redeemed, you will not find it as necessary to have as large a bank balance as if the contrary were true. The danger in this connection is in thinking you have something which can be converted at once when a longer time than you estimate would really be required.

There is one valuable feature of a bank account which is often overlooked. In the eyes of your banker, the size of your bank account may measure the size of the loan he is willing to let you have. Some banks make a rule that they will not loan a sum greater than five times the amount of a customer's average monthly balance. You will appreciate therefore, that your bank account may be of more value to you than the cash total shown in your pass book. Do not overlook this feature of your bank account. In a future article I hope to discuss the subject of "borrowing money," but in passing, I wish to urge every merchant to maintain a high respect for his bank balance, for by maintaining it at a high level, he assists himself in establishing a line of credit.

MANILA LETTER

A MANILA letter will hereafter be a feature of THE TOBACCO WORLD, monthly if the mails permit. The conditions of the leaf and cigar markets will be commented on, and the readers of THE TOBACCO WORLD will be kept in the closest touch with any changes in conditions in the Manila markets. Retailers and jobbers will find these letters of interest as reflecting directly on production and prices, while manufacturers and importers of Manila leaf will be no less interested in our correspondent's comments.—THE EDITOR.

Manila, P. I., December, 1917.

TOBACCO production in the Philippine Islands is being speeded up. With cigar manufacturers facing an ever increasing demand for their output, as proven by the fact that during the first seven months of 1917, 109,793,514 cigars were sent to the United States, as against 55,377,382 for the same period in 1916, it is imperative that growers in turn do their part to supply the quantity and quality of leaf needed by the cigar trade.

With the idea of improving the type of tobacco raised, boosting the yield and introducing more satisfactory curing methods, the government has taken the situation in hand, and through a corps of inspectors is doing great work in the Cagayan Valley, the great tobacco-growing section of Northern Luzon. C. M. Hoskins, agent in the inspection division of the Bureau of Internal Revenue, is the man in the field who is instituting the campaign for improved methods among the native growers, and he has enlisted a number of able Filipino assistants who are now making a careful survey.

Through government stimulus, also, the matter of the study of tobacco culture is being taken up in the agricultural schools and, as a stimulus to greater results, prizes are being offered and expositions will be held.

Emphasis is being placed on seed selection, and free seed is distributed to small planters. Proper curing methods are required by law, and growers are urged to furnish proper protection for the curing crop. Comprehensive demonstration work will be carried out by the government representatives, so that there may be no excuse for the growing of inferior grades. The entire program of improved growing methods will consume four years, at the end of which it is confidently expected that not only will the annual crop be greatly increased in volume, but the quality of leaf will also reach a higher standard.

As in the tobacco growing sections of the United States, the price boom has reached the Philippines. Growers today are receiving three times what they were paid for their crop a year or two ago, and are reaping financial returns never before expected. Rather than being an incentive to increased production, the price boom tends to have the opposite effect among a large percentage of the growers, particularly the Ilocanos, who are inclined to become shiftless if money is plentiful, obviating the need to work. More enterprising Filipinos from the neighboring provinces, however, are quickly grasping the opportunities for gaining wealth, and are rapidly taking up some of the more desirable haciendas with the result that production will be speeded up according to the demands of the market, and coupled with the government supervision it should keep pace with trade conditions.

At present the growers are preparing their land for the new crops. The seed beds are in good shape, and growing conditions have been most favorable to the new plants. The Cagayan Valley, which is inundated each year during the rainy season, has had its usual flood, leaving a fertile deposit of silt on the fields, which makes the use of fertilizer unnecessary.

A large part of the land in this valley is a part of the public domain, and is now being opened to occupancy under the homestead law, or by purchase. This is an incentive to the inhabitants of neighboring provinces to take up lands in the tobacco-growing region. Corporations are limited to 2500 acres, but outside of eight or ten large plantations, practically the entire tobacco section is divided among 28,000 small planters, with holdings of three or four acres each.

Labor is scarce at present, but the government is doing its share to relieve this difficulty. Agencies are being established in thickly settled centers to secure laborers on a contract basis.

Under the stimulus of these highly favorable conditions and with the government taking a hand, prospects for meeting the ever growing export demand with a quality of leaf better than ever before produced in the islands, are indeed bright; and smokers in the United States will enjoy the benefit with a higher quality of Manila cigars. At the present time manufacturers have unfilled orders way ahead, and like other exporters in the islands, are confronted with the present uncertainty of trans-Pacific shipping. The shipping problem is now being taken up, through the Philippine legislature, with President Wilson and the United States Shipping Board, with the probability that favorable action to relieve the tonnage shortage will be taken shortly.

Leaf exports from the Philippines have shown a marked increase, as indicated by the following table:

Year	*Kilos*
1914,	20,683
1915,	39,637
1916,	466,419
1917 (Jan.-July),	1,666,945

How to Protect Your Store Organization

By Elton J. Buckley

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Mr. Buckley's legal articles will constitute a regular feature of THE TOBACCO WORLD. Subscribers may address any of their legal problems to THE TOBACCO WORLD, and Mr. Buckley will endeavor to answer them to the best of his ability. This service is extended to the subscribers of THE TOBACCO WORLD free of charge.

A CERTAIN business man of my acquaintance is just now facing a situation which is trying his nerves considerably, and which may have a serious effect upon his business. He could have protected himself from it had he taken certain precautions which I shall explain.

This man has been years building up a good store organization. He had surrounded himself with some good men, who were largely responsible for the growth and prosperity of his business. There were two men in particular—a salesman and an inside man who knew all the trade and came in contact with much of it. Each one had a large personal following and obtained traceable business for the store every week in the year.

He also had a couple of others who did various executive work about the store, and who in their way were almost as valuable as the others.

About a month ago a man who had been acting as store salesman for a rival concern pulled out of there, got hold of somebody with money, and opened a new place in direct competition with the store I refer to above. The first thing he did was to go after the salesman and inside man which the above house prized so highly. By an offer of considerable more than they were getting, he tempted them away, and tied them tightly with yearly contracts. To the other two inside men he also made offers which have not been accepted at this writing but which may be. Once the new employees were hired, he sent out notices to all the first concern's customers, stating that he had engaged the two men, "so well known to the trade," and they would be "glad to see you in their new store." The two men themselves communicated with all the people they had waited on at the old store and solicited their trade. At this writing there are certain signs that the first concern's business is likely to suffer quite seriously, as it has not been able to adequately replace the men who left.

After the horse was stolen, the first man employed an attorney to show him how to lock the stable door. The attorney told him in substance the following:

1. That he could not complain because of the departure of his employees. He had no contract with them and they had a perfect right to better their conditions, which evidently they had done.

2. That he could not prevent the former employees, or their new employer, from drumming the trade of the old house. The house had no monopoly on the old customers; it was a free-for-all fight who should have them, and the employees had not by any contract agreed to stay away from them. If he could show that the former employees had abstracted any secret records from their former employer's store, he could prevent them from using them.

Naturally this was cold comfort, because it meant that the old house was practically helpless. The attorney also added to the general gloom of the situation by stating that it would have been easy to prevent the catastrophe by making his employees sign contracts to stay for a certain period, and after they finally left, not to solicit the old customers for a definite period.

Of course an employee who signs a contract for a year can leave at the end of it, but if the concern that wishes to hire him away knows that he must stay away from the old customers for six months or a year, his value is reduced and very probably he will not be hired. For when the six months or a year have expired, and the salesman goes out to get his former customers, he will doubtless find that a successor has had time enough to bind them to himself.

Many employers refuse to sign contracts with employees because they think they cannot discharge them when they want to. A contract somewhat restricts the right to discharge, but it is easy to include a clause which will give the employer the right, in spite of the contract, to discharge an employee for acting against the best interests of the business. Such a clause might be as follows:

> The employee agrees to act always for the best interests of his employer, and agrees that failure so to do shall be ground for immediate discharge without notice.

This really covers almost every cause for which an employer would wish to discharge an employee, so that he retains practically all his rights even under the contract, and moreover is *immeasurably* protected against such a catastrophe as I have described above. For with a contract in his hand he can serve notice that he has a contract, upon anybody who takes or threatens to take his employees away. If an employee who has violated his contract and gone, is retained in his position after the new employer has notice of the contract, the employer can be sued for damages. Occasionally an injunction can be gotten against the employee, to prevent him from working for another employer, but not often.

I SEE that some of the boys in the camps are taking up the study of French," remarked the cigar dealer.

"Well," said the man who had just bought a clear-Havana, "they are going to find the French they learn out of a textbook a good deal different from French as she is spoke over there."

"Howjafigger that?" asked the cigar man.

"You gave me the answer just then," replied the customer. "You said just now, 'Howjafigger that,'—practically all in one word. Now suppose you were a Frenchman who had learned textbook English and come over here. You would have learned that phrase precisely, that is, 'How do you figure that?' If someone sprung it on you all in one mouthful, the way we really talk in this country, you'd have heart disease.

"For instance, we'll say, 'Whajjawannaete?' If you was to write it out the way we say it, it'd look like the name of a Pullman car. It'd take a foreigner some little time to understand that we were saying 'What do you want to eat?'

"Women are the worst garblers of words. Listen to two girls talking. You'll hear one ask the other, 'Jeatslunshet?' She means, 'Did you eat your lunch yet?' Or perhaps one of 'em will spring something like, 'Wannago pickshow nite?' When you come to separate this language from the Yucatan or Spearmint you find she asked the other girl if she wanted to go to a picture show tonight.

"It seems to be mostly in the interrogative form of a sentence that we slur our speech. We shoot a question composed of a dozen words all in a bunch, like it was a bullet. Now can you imagine a Frenchman getting wise to our lingo? And can you imagine the time our boys will have trying to understand the natives over there?

"I had a little experience myself about five years ago. I had been expecting to go over to England and France on business for some time, and I had been touching up my French. The first time I went into a restaurant the waiter came up and handed me the bill of fare. He shot something at me that sounded like, 'Voolvoojavaa?' I said to him, 'Come again, will you, old pard!' He pulled it in several different keys, and then pointed to the bill. Finally it dawned on me that he was asking me if I wanted wine—'Voulez vous du vin?'

"The next experience I had was while motoring through the country. I met a Frenchman walking. He touched his hat and plumped at me: 'Jeetymydonk lashmello veelazh?' My chauffeur had to help me out. I couldn't get the man at all. I thought he was asking me if I smelled anything. I looked the car over, thinking we might have a hot box or something. Afterwards I managed to get the chauffeur, who spoke pretty fair English, to say the stuff over slowly, and when I got back to the hotel I got out my book and pieced it out. Here's what I suppose he said. I'll write it out for you—see: 'Dites-moi donc le chemin au village?' He was merely asking me if I could tell him the road to the village.

"After a few experiences like that I lost confidence in my French. If I wanted a chauffeur or cab-driver to turn a certain way, I shouted 'Allay—allay—allay to the right—to the right, confound it!' Or to the left, as the case might be. He always seemed to understand. Perhaps it was because I waved my arm and pointed in the direction I meant.

"Yes, siree, the boys are going to have a lot of fun with the polite language."

Keeping Cigars in Condition

By H. G. Peterman, in the "United Shield"

THE illusions and suppositions surrounding a cigar are numerous; the pet theories in the mind of the average smoker about the color, the feel, the smell, the appearance and where the cigar is made, must all be forgotten in the light of experience. The theory that, perhaps, is the most general, is to the effect that "the greater the cost, the better the cigar."

That neither the latter nor the former theories are essentially the determining factor of a good cigar, it is the object of this paper to demonstrate—as it is also the intention to show why good cigars are good, why bad cigars are bad, and why the choicest cigars cost so much money.

True, the higher the price the more likelihood that the cigar will be good; that is to say, made from expensive tobacco by expensive workmanship. Nevertheless, fine tobacco can so easily be spoiled by the careless salesman that a cigar, perfect in every respect when made, will smoke like a piece of "rope," all because the dealer did not know the nature of the leaf, or neglected to keep the cigar in the proper condition. That is why a ten-cent cigar from one dealer is sometimes better than a twenty-cent cigar from another dealer.

One of the most important details of the cigar business is that of keeping cigars in good condition. Tobacco is a sensitive leaf. It will take up any foreign odor or impure air in its vicinity and will absorb moisture like a sponge. If subjected to heat or dry cold air it will throw off the moisture just as quickly. If the cigars "dry out" the essential oils in the leaf, that give to the smoke the bouquet and flavor, evaporate with the moisture and cannot be put back into the cigar by remoistening. Remember that!

When cigars are sold that are too dry or too wet it follows that complaints are made against the quality of a brand, when the fault is not with the brand, but with the dealer, who has not kept the cigar in proper condition. Unfortunately, it is impossible for the average smoker to tell, by looking at them, if the cigars have been properly kept; in appearance the cigars have not changed, he can't tell by squeezing them. The only way to find out is by smoking them.

It may be said that all cigars cannot be treated alike—some require more moisture than others. The high-grade clear Havanas require very little moisture. The domestic cigars need to be fairly moist—just enough so as to be agreeable to hold in the mouth. The Porto Rican and the Manila cigars are a very different proposition. These should be kept as green as possible. A Porto Rican or Manila that is dry will smoke and taste badly.

In smelling an open box of cigars, one usually gets more fragrance from the cedar box than from the cigars, yet some smokers think that because the box of cigars has a pleasant scent, the cigars must be good. It is impossible to judge cigars in this way, as some of the cheapest domestic cigars will emit a better aroma (unlighted) than the choicest Havana or Porto Rican.

It is also wrong to condemn the quality of a cigar if it burns with a dark ash, in spite of the popular belief that the whiter the ash, the better the cigar.

Still another popular delusion is that a spotted cigar is better than a cigar that is not spotted. As a fact, these spots on the wrapper of a cigar mean nothing so far as quality is concerned. They are caused by rain drops on the growing leaf acting as lenses and the sun's rays burning the leaf, or due to sand being spattered by the rain and clinging to the leaf, making bleached spots.

Another very popular delusion is that a dark cigar must necessarily be a strong one. This is not so; nor is a light cigar necessarily a mild one. You cannot tell the strength of a cigar by the color of the wrapper. Its strength or mildness depends entirely on the quality of the filler.

The cigarmaker uses but one strength or blend of tobacco for filler in making a certain size, but different colored leaves are used for wrappers. The wrapper leaf is about one-tenth of the cigar, so you will understand how little it affects its total strength.

There's only one way to determine the strength of a cigar and that is to smoke it. When you want a mild cigar you must depend on the brand and size.

Fred A. Briggs, formerly with Cuesta, Rey & Company, is now identified with the Morgan Cigar Company.

The Cameron Tobacco Company has notified dealers that on "Eutopia" and "Jefferson" smoking mixtures there will be a reduction in the size of the package instead of an increase in the price.

Kruse, Quanjer & Company have removed to new quarters at the corner of Water Street and Maiden Lane.

A great many cities throughout the country are suffering from a shortage of favorite brands of cigarettes and tobaccos, due to the tieing up of transportation by the extreme cold weather and other abnormal conditions prevalent with all the railroad systems just at this time.

Julius Marqusee has adopted trade acceptances for use with his customers. It is quite probable that numerous other firms in the cigar and tobacco industry will adopt this method of liquefying money tied up in accounts.

How Long do You Wait for Your Money?

By Maurice T. Fleisher, in "System Magazine"

"Trade acceptance" is a term used to designate a certain kind of negotiable paper made between the buyer and seller of merchandise. The seller sends it to the buyer, usually with the invoice, made out in the amount of the customer's indebtedness for the merchandise; and the paper becomes negotiable when the buyer writes his "acceptance" across the face. He returns it to the seller, who can hold it for collection at the due date, or discount it and receive his money at once. The main purpose of the trade acceptance is to liquefy the money commonly tied up in open accounts.

THIS article is an attempt to gather together the practice of users of trade acceptances in various lines of business, for there are a number of points on which there might easily be a difference of opinion. In theory the trade acceptance is as simple as making out an invoice for a domestic shipment. In practice there are a number of forms, differing in detail, though they commonly adhere fairly closely to the standard form of the Federal Reserve Bank.

We wrote some sixty letters to users or suspected users. With the letter went a printed slip on which the answers might be indicated by check marks. Space was left for comment or additional information.

Before discussing in detail the replies received, I wish to quote from a letter, recently received, that indicates some reasons why it seems unusually important now to employ such means as may prove practicable to render liquid as much of our capital as we can. The letter is written by the president of a manufacturing concern that has used trade acceptances for several years. He says:

"It is estimated that in this country, approximately $4,000,000,000 of capital are normally tied up in dead ledger accounts. To the extent that this enormous volume of inert capital is converted into self-liquidating trade acceptances available for rediscount at the Federal Reserve Bank, we may replace capital diverted to war purposes.

"In this connection, it must be remembered that before the first of next June, nearly $3,000,000,000 of taxes must be paid out of the profits of business for 1917. Judging the future by the past, a majority of business men will not be likely to set aside ahead of time the funds necessary to meet these taxes. In fact, it is more likely that such funds will be merged with permanent or working capital in plant, merchandise, or accounts receivable.

"Manifestly, such assets are not readily converted into cash needed for the payment of these taxes. Consequently, those who have not made proper financial preparation will have to turn to the banks for assistance. But at that time banks may be unwilling, or perhaps unable, to assume the burden. To meet such an emergency, merchandise may be sacrificed or accounts receivable 'hocked' at outrageous rates.

"Trade acceptances will help to assure a definite income for meeting obligations at definite times. They may be readily discounted at the bank in practically unlimited volume because the bank may, in turn, rediscount them at the Federal Reserve Bank, without limit."

To consider, then, the results of our investigation of the firms addressed, twenty-three answered affirmatively the first question, "Have you used the trade acceptance?" And the same number answered "yes" to the second question, "Are you now using them?" Evidently none who had attempted their use had found them impracticable. It might be mentioned here that, while authority was granted to member banks of the Federal Reserve less than two years ago to discount domestic trade acceptances, several concerns said they had been using them in closing accounts as long as four or eight years.

The third question, "Do your customers receive them well?" brought out an unqualified affirmative answer from sixteen concerns; and the reply "Some do and some do not" from six more. Not one indicates an intention of abandoning acceptances on account of objections. Judging from the replies I have received from customers of my own when I requested them to accept, I am forced to the conclusion that objections are usually based on a lack of understanding of just what a trade acceptance is. Naturally, it is not difficult to clear up this point for them.

One of the users wrote, in reply to this question:

"We inaugurated the use of trade acceptances in our business almost four years ago and for a long time we found that many buyers were decidedly averse to closing their accounts with 'notes,' as acceptances were often improperly called.

"We undertook a campaign to educate our customers; and our own efforts, supplemented by those of the National Association of Credit Men and other organizations, has brought about a clearer understanding of the real character of the new instrument.

"We now have little difficulty in inducing our customers to 'accept,' particularly as we give a special trade acceptance discount to them."

Many of the concerns, in their replies, indicated that they experienced some difficulty at the start in introducing trade acceptances. One man summed up thus the objections met in his concern:

"1. Misunderstanding of the character of the trade acceptance, and confusing it with notes.

"2. Ungrounded fear of the buyer that the giving of acceptances would reflect on his credit at his own bank.

"3. Unwillingness of time buyers to assist the seller in effecting the economy, when the buyer himself did not enjoy any special benefit.

"4. Reluctance of certain classes of houses to close their accounts when by so doing the door was closed on unjustified claims, the taking of unearned discount, unwarranted return of goods, and other abuses.

"5. Inquiry among a large number of our customers developed the fact that when our request was

laid before the banker, the new method was 'damned with faint praise,' and in many cases the buyer was directly advised not to accept."

To the fourth question, "Do you make acceptance a condition of sale?" the replies were "yes," six, and "no," eighteen. The six who replied affirmatively also answer negatively—an apparent paradox, that is easily explained by the statement that sometimes they insist on the trade acceptance, and sometimes they do not. To some of my own customers, for instance, I will not extend credit under any other condition on account of rating, poor methods of payment, or the unusual amount of credit asked.

"Do you send them out with all invoices?" is the fifth question. Only one concern answered "yes"; nineteen answered in the negative. This one concern is a sawmill in the Middle West which has an unusual plan. Another concern sends trade acceptances with invoices only to new customers, and to customers with whom they have been discussed in advance.

It is the general practice among the concerns investigated not to send acceptances to customers who are in the habit of discounting. This was brought out by the answers which I received to the next question, number six.

Until I sent out this questionnaire, I thought that acceptances were not frequently issued for amounts less than $100. Much to my surprise the majority of houses answering the question stated that they do issue them under $100, the vote being fifteen to five. For small, frequent shipments it will undoubtedly become the custom to issue one piece of paper on the first of the month to cover all of the previous month's shipments.

Explanatory literature about trade acceptances, sixteen concerns say, goes to their customers. It may fairly be presumed that all of the concerns take up the matter with their customers beforehand in some way. In some concerns the salesmen explain the plan to customers, and one credit manager says that he himself actually covered the territory of each salesman, to develop friendly relations and explain the trade acceptance.

The eighth question read, "Do you send any explanatory literature to your salesmen?" Only eight answered "yes." Most of the others have taken the matter up with their sales representatives in some satisfactory manner, either by letters or by personal contact, individually, or in convention. One house, it is true, because of peculiar circumstances, does not discuss the matter with its men in any way.

A little more than half of the users discount the trade acceptances on receipt. The others hold them until near maturity, then place them through their banks for collection. One or two concerns send them direct to the bank indicated by the acceptor. Those concerns that do not have their acceptances discounted, probably have that in mind as a potential advantage, and would do so if they needed the money. Only four concerns issuing acceptances under $100 are discounting them—probably because many banks are not yet fully prepared to purchase small acceptances, as in Europe, where they run as low as one dollar each, and where the average—at least in France—is about five dollars.

Question number twelve reads, "Do you allow an extra discount to customers for accepting?" This problem is arousing a great deal of interest, those who are opposed to the practice taking a very firm stand. Nine concerns that replied allow from ½ to 1 per cent.; but one of the nine intends to cut out the premium in the future, and will also attempt to make acceptance a condition of sale.

My own thought on this subject is that one of the important points in favor of the trade acceptance from the wholesaler's point of view is the ability to discount in order to secure immediately the money invested in the merchandise. Our regular terms on open accounts are 2/10 or 1/10-60. We are allowing 1½ per cent. for a sixty-day acceptance, on the theory that this additional discount is made up to us by the fact that on open accounts we pay 2 per cent. for our money in ten days.

Those who can bring their customers to understand the benefits of the plan to the business community are possibly wise in retaining to themselves the results of turning their capital more frequently, reducing their borrowings, and lowering their discount rate; for one of the strong arguments in favor of trade acceptances is that they will sooner or later reduce prices. Right now is when the average merchant wants his prices reduced.

One correspondent, writing very fully on the subject in reply to the questionnaire, said: "Almost every article that I have read on this subject has stated that some concession should be allowed for signing the acceptance, and I think this is going to get us into trouble in the future, just as the cash discount has."

One man who replied, however, says:

"Realizing the substantial advantages to ourselves arising from the use of trade acceptances, we have considered it wise to offer a 'special acceptance discount' to our customers. In reaching this conclusion we not only considered the interest of our own business but paid some regard to the intent of the Federal Reserve Act.

"The Federal Reserve banks will rediscount trade acceptances at a preferential rate ½ of 1 per cent. lower than for the same character of promissory notes. We do not believe that it was intended that this preferential rate should afford a saving for the member bank or the seller, but that it should be passed along to the buyer in order to encourage the production of acceptances.

"The giving of 'special acceptance discounts' has been more effective in producing results for us than all arguments combined. We consider that the time buyer who refuses to make an outright saving when he can so readily do it invites inquiry into his good faith."

A substitute for extra discount is extra dating, which eight houses allow. One or two of these give the customer his choice of taking a cash discount, a smaller discount for a term acceptance, or a net acceptance for a still longer time, generally thirty days additional.

The form used—nearly all of the concerns agreed—should always be as simple and as clear as possible, the explanation to go with it should be full but not involved. It should be made clear that it differs from an open book account only in being written and in being rendered negotiable. Finally, the words "note" and

(Continued on Page 20)

Put This Money Saver To Work NOW

At the present cost of labor and tobacco you simply cannot afford to "STRIP BY HAND." Follow the example of the largest and smallest progressive manufacturers and do your stripping with the

UNIVERSAL TOBACCO STRIPPING AND BOOKING MACHINE

One "Universal" does the work of from two to three hand strippers. It effects a "Big Stock Saving" (Let us show you what this saving would be in *your* factory.) It increases the production of your cigarmakers from 35 to 50 cigars a day. It makes for *quality* while cutting down *operating costs!*

If you expect to come out ahead in 1918, one thing you must do: Do away with the slow, wasteful method of hand stripping and strip the "Universal" way.

Ask for a demonstration of the "Universal" in your own factory with your own tobacco under your own supervision without obligation to you.

Catalog and Price List on Request

Universal Tobacco Machine Co.

Factory: 98 to 104 Murray St., Newark, N. J. 79 Fifth Avenue, New York

Waiting for Your Money

(*Continued from Page 18*)

"draft" should not be used in connection with it—they convey ideas which should never be associated with the trade acceptance.

Of course, the proof of its value is to be found among those who have used it. Here is a letter that tells one concern's experience in introducing and using the trade acceptance:

"We have been using trade acceptances for just about one year. When we started considering them our bankers told us they doubted whether customers would give the acceptance. We tried it, and followed each invoice by a personal letter, explaining the acceptance. As an inducement we gave the customer thirty days' extra time, but made it very plain that it was optional whether he should accept our terms on open account or give us the acceptance and take longer time. If a response did not come through in a few days we followed this letter with another. By this plan we had the merchants falling in line even before we converted our sales department and salesmen.

"It was not long, however, until our sales department saw that it was an opportunity to increase sales rather than a means of reducing them, as they had feared at first; and since the salesmen have fallen in line we are getting fine results. We have found that 95 per cent. of our acceptances have been paid direct to the bank from the very beginning. Some few payments have been made to us direct, but in the beginning we used a postal card which we sent to the customer about ten days before the acceptance was due. The card called attention to the fact that the acceptance would be due on such and such a date, and instructed the customer to make his payment to the bank and not to us. By this campaign of education we feel that we have about covered our territory, and we are now sending very little literature on the subject. Our customers understand acceptances, and our salesmen understand them; and by January 1 we expect to be getting at least $100,000 in acceptances per month.

"They have helped us in many ways. Sometimes we have a lot of merchandise that we want to turn and the merchant cannot pay for it in thirty, sixty or ninety days. By extending a little time and making an acceptance, we have been able to turn big lots of merchandise which we have given to our customers to trade on. They have given us an acceptance in return, and by paying only a little interest we have had our money and feel that we have done a good merchandising act both ways."

In conclusion, I wish to quote at some length from the letter of a successful user—he is the general manager of a manufacturing concern. His experience will undoubtedly prove helpful to others who may be planning to adopt trade acceptances in preference to the open account. He says:

"For more than a month before we put our trade acceptance plan into effect we were constantly working on our salesmen, using as a basis the arguments set forth by the Federal Reserve Bank of Cleveland, in its eight-page pamphlet, 'Why Accept?' In addition we set forth the negatives—the abuse of our present terms, the need of having our salesmen collect many past due accounts, the elimination of discounts, and the general shortening of terms on the part of the paper mills and other sources of supply for our raw materials.

"In response to our first letter to salesmen, a few objections were raised. The second letter mentioned a definite day, December 1, 1916, for the new terms to go into effect, gave additional instructions, enclosed another copy of the pamphlet 'Why Accept?' and set forth definite arguments in favor of trade acceptances in our particular line. Strange to say, less than 2 per cent. of our sales organization objected to the plan, after they received the final instructions.

"In one of our branch offices, however, doubts were expressed by some; but these were dispelled by an interesting incident. A semimonthly meeting to discuss sales problems was called on Saturday, December 2, the day after our plan went into effect. Ten men answered the roll call, one was ill, and one was said to be closing a sale. Trade acceptances and our new terms were being warmly discussed. All ten salesmen were eager to comply with instructions from the sales department, but they felt it impracticable and thought trade would be lost if the new terms were strictly enforced.

"The question had been debated nearly two hours when in came the twelfth salesman. All were eager to know if he had been successful in closing his sale—and when he held up an order in four figures, in a chorus they demanded to know if it were sold subject to a trade acceptance. With a broad grin the salesman replied, 'Yes, and I have spent two hours explaining all I know about trade acceptances, because the customer wants to adopt it in his own business.'

"The branch manager, in reporting on trade acceptances, said this incident ended the discussion. Everyone in the agency is now a loyal booster, and considers the time consumed in explaining it to customers much less than that formerly wasted in collecting past due accounts.

"We sent out about 10,000 trade acceptances in the two months of December and January.. A total of three objections, apparently serious, came to the general manager's desk. Each was thoughtfully answered and, we believe, satisfactorily.

"We have made it a practice to present a 'trade acceptance register' to each customer who accepts. Our own acceptance is entered by one of our clerks on the first line of the first page, to show the customer how to make a correct entry of each trade acceptance that he endorses. Most customers acknowledge the receipt of this 'register,' and many have written us to express their thanks.

"We deal with nearly all classes of manufacturers, wholesalers, and retailers, and are especially pleased with the success of the plan. We cannot see any possible objection to adopting it permanently in our business."

Stop! Look! Listen!

This is the psychological moment for you to begin to use domestic wrappers. The condition of the imported wrapper market is dangerous. If you don't look out you will work another year for nothing, or perhaps at a loss.

$1.85 per pound duty; labor higher than ever; fillers and binders higher than ever; and imported wrappers dangerously high; these facts spell---NO PROFIT FOR YOU---unless you use

Connecticut Shade Grown or Georgia and Florida Wrappers

American Sumatra Tobacco Company

142 Water Street, New York

Getting the Money

(*Continued from Page 11*)

the first of the month. Adjust statement day to pay day.

The first bill or two needs no comment perhaps unless it be a printed or stamped heading to the effect that accounts are payable monthly. After it becomes evident that the debtor is not going to take care of the bill properly, then comes the opportunity to write collection letters, and this is where the merchant may show his ingenuity or his knowledge of human nature. Better than any form letter is one written especially for the purpose in mind, adapted to fit the individual instance. The letters given below are suggestive of the line of attack to be followed.

FIRST LETTER.

Dear Sir—You will be interested in knowing just how much your account with us is at the present time.

It is against our policy to allow anyone to run an account more than sixty days, but possibly we have neglected to tell you about this.

We are sending this bill because it is now due and because we feel it unfair to extend greater favor to one customer than to others.

May we have your check in a day or two?

Cordially yours,

SECOND LETTER.

Dear Sir—The high cost of living hits us two.

We cannot afford to extend credit in the old-fashioned way. Goods cost us much more and we have to pay for them in less time.

In order to do business without increasing prices unnecessarily, we must ask prompt settlements from our customers.

We are sure you will see the justice of this and remit promptly for the enclosed bill.

Cordially yours,

Perhaps you do not want to start in as mildly as this with the creditor you have in mind. Then you can begin with letter number three where it begins to put the screws on a little.

THIRD LETTER.

Dear Mr. Haskins—You surely must have received our bill with a request for an early settlement.

Perhaps you are unable to settle the account in full, and for that reason have not called or sent a check.

It is important to us that we get the matter adjusted in some way, so we are going to ask you to call and make a payment on the account or arrange for taking care of it later.

Of course you realize that a business man cannot neglect such a request for attention to a debt without affecting his credit.

Let us get together on this right away and have a friendly adjustment of the manner of settlement.

Cordially yours,

quantity allowances or cash discounts.

FOURTH LETTER.

Dear Mr. Haskins—You still owe us $43.

If we did not know you for an honest man, it would certainly seem very strange that you have paid no attention whatever to our requests for a settlement.

Is there some mistake in the account? Are you unable to pay the bill now? Have you been unfairly treated at any time in our store?

Whatever the reason for paying no attention to our requests for a settlement, please come in or write us about it and let us get together on the matter.

We cannot let the account run on indefinitely and we believe you will admit that you have had more time now than we ought to have to give our trade.

Don't postpone action in this matter. You really cannot afford to do so.

Yours very truly,

FIFTH LETTER.

Dear Sir—It is costing us six per cent. to carry your account.

We cannot afford to carry the additional expense of uncollectible accounts, and we are determined not to do so.

Your bill amounts to $43.

We are willing to do anything that is right about arranging a settlement, but we are determined not to carry the account longer if you are not even willing to come in and talk the matter over with us.

Unless we hear from you or see you about this within five days, you may look for an opportunity to settle with our attorney.

Please don't compel us to take this step. We much prefer to adjust the matter with your ourselves.

Yours truly,

SAN FRANCISCO PRICES

The following circular has been sent out by the San Francisco Retail Cigar Dealers' Association:

Enclosed you will find a list of cigarettes and tobacco prices. It is not expected that every retailer will sell at these prices, but is intended only as a guide to the retailer, so that he may know the minimum price at which he can sell these brands and make the same margin of profit as heretofore.

The constantly changing prices makes it impossible to determine a satisfactory and permanent selling price.

Some manufacturers have changed their selling plan and are billing cigarettes by the dozen, or gross packages, yet the number of cigarettes in each package has not yet been reduced.

Until such time as these changes have been effected it is expected that there will be more or less confusion in the regulation and re-establishing of uniform prices.

The basis of selling cigars, as recommended by the association, is as follows:

Cigars costing $37.50 or under	.05
Cigars costing over $37.50 to $43, inclusive.....	.06
Cigars costing over $43 to $50, inclusive.....	.07
Cigars costing over $50 to $62.50, inclusive.....	3/.25
Cigars costing over $62.50 to $75, inclusive.....	.10
Cigars costing over $75 to $100, inclusive.....	.12½
Cigars costing over $100 to $115, inclusive.....	.15

These prices are based on list prices regardless of

Here, sir, is the new "toasted" cigarette

LUCKY Strike, it's called. And just exactly as you prefer 95% of your food cooked, you will now prefer your tobacco toasted.

Cooking (toasting, broiling, roasting) makes things delicious, appetizing, and savory, because it develops flavor. You don't eat raw steak or drink raw coffee. You like toast better than bread—especially fresh buttered toast.

We toast the Burley tobacco for Lucky Strike cigarettes to develop the utmost Burley flavor and seal it in, so it's always there for you. That's what toasting does.

You're in for a new flavor when you join the Lucky Strike Smoke circle—with the real Burley cigarette.

It's toasted

Our men will demonstrate to you how the tobacco is toasted — at many stores

Copyright by The American Tobacco Company, Inc., 1917.

How to open the package

Tear off part of the top only, as shown

Cigarettes in paper packages of 10 are carried more handily this way, and keep better; less likely to spoil into your pocket

10c

If your dealer does not carry them, send $1 for a carton of 10 packages to The American Tobacco Co., N.Y. City

Guaranteed by The American Tobacco Co. INCORPORATED

"One of the advertisements in the big LUCKY STRIKE newspaper campaign—the National Magazines, billboards and street cars are telling the same story to millions of smokers everywhere."

Advertisements Like This

appearing regularly in The Saturday Evening Post, The Literary Digest, Collier's Weekly, and other widely read national magazines, are noticeably increasing the demand in good stores for all shapes and grades of W. D. C. Pipes.

The Esquimau Decorates
his whalebone pipe with a lot of useless figures and smokes it continuously during the long winter nights. Usually he has to do the carving himself and if he loses it—no more pipe smoking until he gets another whalebone! But all you have to do to get cool pipe comfort is to walk a few steps to your dealer's and ask for "a Wellington."
The Wellington will not wheeze or bubble. The "well" catches the moisture and the smoke comes cool and clean and dry.
Wellington
THE UNIVERSAL PIPE
is made of genuine French Briar, seasoned by our own special process. It breaks in sweet and mellow. The bowl is guaranteed against cracking or burning through. Pick up your shape and size in a Wellington and be pipe happy. Any tobacco tastes better in a Wellington.
All good dealers
50c
AND UP
W D C
TRADE MARK
The W. D. C. triangle trade-mark has been the sign of supreme pipe value for more than 50 years. It is on pipes of every style, size and grade. See that it is on yours.
WM. DEMUTH & CO.
New York
World's Largest Pipe Manufacturers

Look over your stock. A complete line of Wellington and other W. D. C. Pipes will make more money for you.

WM. DEMUTH & CO.
NEW YORK

Pennies the Salvation

B. C. Holt, in "Smoke"

IT is most gratifying to see the majority of the cigar dealers installing the penny system of prices on their merchandise, as it will be the means of correcting the long-standing evil of the even-money price, no matter what the merchandise cost.

We have seen how that works out. Take, for instance, the "Imperial" cigarette. Some time ago the price was six fifty; they raised to seven, seven fifty and eight, and still the dealer just received ten cents for them. He could not raise to fifteen cents; that was too long a profit, and he was not in the penny game, so he stood the advance cost just to gratify his pride. The penny was too small a coin for him to bother with, and he paid dearly for his pride—the loss of all his profits on cigarettes and cigars.

Mr. Dealer, do you realize that with the penny you are taking away the established price of the manufacturer, who says you should not make more than twenty per cent. on your sales. The manufacturer will raise the price of his goods to the highest possible notch, and make you handle them by national advertising at a price that gives you less profit than you can do business for—your cost of doing business will range from twenty-two to twenty-five per cent.

The installation of the penny will put you in a position to raise the goods whenever the manufacturer does. Just pass the buck along the same as is done in other lines of trade. That is legitimate, and should be done in our business, as well as in groceries, clothes, coal, etc. Without the penny in the tobacco business, you will not be able to raise the price when the manufacturer does, hence you stand the loss and cannot help yourself. So get in line, use the penny, and get the legitimate profit you are entitled to. See that every article you carry shows a profit.

You say you have sold cigarettes on this small margin before; that is true, but times have changed. You also made a good profit on cigars, on punch boards, on card machines and dice. The good profits on cigars have gone, the other profit-giving means you had are being rapidly eliminated by legislation and city ordinances. Cigarettes and all other merchandise, which have heretofore only made a small profit or no profit at all, must carry a legitimate profit above the cost of doing business. They must stand on their legs. There is no longer the long shots to build up the losing end of the business.

Don't fight your profit-maker—the penny. Get the penny installed so thoroughly in your business that it cannot be rooted out, and there will be a chance of a legitimate profit for the cigar dealer again.

OBITUARY OF JONATHAN PEAS

Long Island tombstones are accredited with bearing many singular and startling epitaphs. The following sent to the New York *Sun* is a sample:

"Here lies the body of Jonathan Peas,
Under the daisies and the trees;
Peas is not here, only the pod;
Peas shelled out and went home to God."

THREE-MONTHS COMMERCIAL PAPER

INTEREST is being manifested in commercial paper circles in the statement issued by James S. Alexander, president of the National Bank of Commerce, New York, in which he urges commercial houses to issue notes to run only for three months instead of six months, as is the practice at present. Note brokers and large wholesalers, who have big lines of paper constantly outstanding, are willing to admit the advantage of the change from the point of view of the general banking position, since it would, as Mr. Alexander pointed out, increase the supply of paper in the banks' portfolios eligible for rediscount at the Federal Reserve Bank and render their condition more liquid.

They were not as ready to grant, however, says the *Wall Street Journal*, that the change could be effected without altering the very foundations on which the existing commercial credit structure is based. The present custom of putting out six months' paper, they say, is the outgrowth of the system of credit terms granted by manufacturers and wholesalers to retailers and others, and any reduction in the time for which they could borrow on a single note would have to be accompanied by a corresponding shortening of commercial credits all along the line from the manufacturers down through to the retailer.

It is contended that on the average it requires six months for the wholesaler to turn over his goods, and in order to carry his stock he is obliged to borrow from banks on notes running for that length of time. If now he should borrow only for three months, as suggested by Mr. Alexander, he would be forced to renew the loan and run the risk of an advance of the discount rate in the meantime. Thus while the change to the issuance of three months' paper would in a way improve the banking position, it would inject an element of speculation into the general business situation, and industry and commerce would inevitably suffer as a result of the uncertainty.

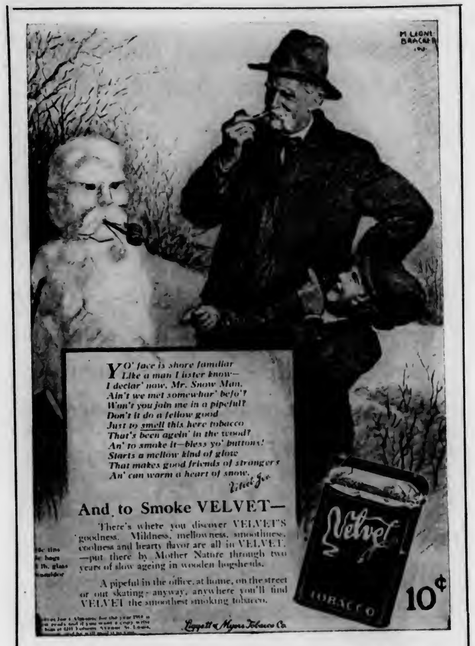
By shortening mercantile credits it is possible to reduce the period necessary for a wholesaler to turn over his goods to three months and enable him to issue three months' paper without having to incur the risk of an advance in the discount rate on renewals. Such curtailment at best, borrowers say, would have to be a slow enough process to permit business men to adjust their methods to the new conditions.

LIFE INSURANCE FOR DEMUTH EMPLOYEES

It has been announced by Wm. Demuth & Company that on or before January 10th each and every employee of the Demuth organization would be given a life insurancy policy, the face value amounting to the annual salary of each worker.

As announced in these columns several months ago, the Demuth organization is now operating along the lines of democracy, and each and every employee shares in the savings effected in operation.

Thus far, the bi-weekly dividends have averaged twelve per cent. and some weeks they have exceeded this figure. For the period preceding Christmas, an extra dividend in addition to the regular earnings was declared, making a total of fifteen per cent.


M. LEONI BRACELIN
YO' face is shore familiar
Like a man I lister know—
I declar' now, Mr. Snow Man,
Ain't we met somewhar' befo'?
Won't you join me in a pipeful?
Don't it do a fellow good
Just to smell this here tobacco
That's been agein' in the wood?
An' to smoke it—bless yo' buttons!
Starts a mellow kind of glow
That makes good friends of strangers
An' can warm a heart of snow.
And to Smoke VELVET—
There's where you discover VELVET'S goodness. Mildness, mellowness, smoothness, coolness and hearty flavor are all in VELVET—put there by Mother Nature through two years of slow ageing in wooden hogsheads.
A pipeful in the office, at home, on the street or out skating—anyway, anywhere you'll find VELVET the smoothest smoking tobacco.
Velvet
TOBACCO
10¢
Liggett & Myers Tobacco Co.

1918 Will be a Velvet Year For Dealers

Velvet advertising will be more important than ever this year for the dealer. It will tell *your* customers that Nature-Matured Velvet will sell at 10 cents—a big thing to consider in these days of increasingly high prices.

Full pages in the great national weeklies and the monthly magazines are telling the Velvet story now, and building demand for Velvet, the Smoothest Smoking Tobacco.

Economic Handling of Material in the manufacture of

BOLD

the cigar

"Above All"

has produced the highest possible degree of quality and this feature combined with fair dealing to the smoker is the reason for the wonderful success of the

BOLD

Six Cent Cigar

BOBROW BROS., Philadelphia

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GEORGE W. HILL, New York	Vice-President
EDWARD WISE, New York	Vice-President
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CHARLES DUSHKIND, New York	Secretary

New York Offices, 5 Beekman Street

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LEO RIEDERS, 200 West 118th St., New York City	Secretary

Meeting 1st Thursday of each month at Masonic Temple, 310 Lenox Ave., New York.

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SIDNEY GOLDBERG	Vice-President
A. L. ULLNICK	Treasurer
MAX MILLER, 135 Broadway, New York	Secretary

Meeting 4th Tuesday of each month at Hotel McAlpin.

Defends Higher Prices

WHILE the newspapers and some of the consumers are darkly hinting that cigar manufacturers are profiteering, Frank C. Niles, president of Niles & Moser Cigar Company, one of the largest cigar jobbing houses of its kind in the country, rises to point out that these intimations are unwarranted and that the manufacturer has been justified in making an increase in the price of his goods.

Mr. Niles' statement ably supplements the admirable circular, "You Are Entitled to Know," which has been distributed by the United Cigar Stores Company for the purpose of explaining to the consumer the conditions which have made necessary the increase in the prices of all tobacco products.

Mr. Niles is quoted as follows:

"Nearly all so-called 'nickel' cigars are made from a combination of imported and domestic tobacco. These cigars are wrapped in a leaf imported from far-off Sumatra, in the East Indies.

"Now, both of these farm products have risen enormously in price. The tobacco crop of America in 1917, according to the latest Government bulletin from the Department of Agriculture, December 1st, is valued at $297,442,000, or 24.9 cents a pound at the farm. In 1916 the farm value averaged 14.7 cents a pound and in the years 1911-15 it averaged 10.4 cents a pound.

"There, you notice, is an increase of more than 100 per cent. in just a few years.

"Sumatra wrappers, which come long distances by ocean freight, are not only much higher in price, but are almost unobtainable, because practically all shipping facilities are required by the Government to pursue the war. Sumatra wrappers one year ago cost $3.65, today $5.35; binders one year ago cost 25 cents, today 40 cents; fillers one year ago cost 20 cents, today 30 cents.

"In the cigar industry labor has also advanced, cigar boxes have gone up from 25 to 200 per cent., and labels, gum tragacanth and other incidentals, to say nothing of taxes, have steadily climbed to higher levels.

"It will be seen from these facts that the new prices are entirely justified. In fact, they were justified before war was declared and before war taxes were levied. That the cigar industry is not unduly flourishing is indicated by the records in Washington, showing that the number of cigar manufacturers in America has decreased over 11,000 in ten years and over 1000 in the year ending January 1, 1917. The internal revenue reports for the last twelve months are not yet available, so the decrease in 1917 has not been announced.

"In deciding how to meet the situation, cigar manufacturers actually had only two courses to choose from—they could lower the quality of cigars and continue selling them at the old price or they could maintain the same high quality as before and make the price six cents instead of five.

"And," concluded Mr. Niles, "retailers report that customers express themselves as being much better satisfied to have the price altered than the smoke."

"Smokes" Scarce in Paris

Washington Bureau.

Reports just received in Washington from Paris declare that the public has recently complained of the difficulty of finding in the French retail tobacco stores the usual supply of smoking tobacco and cigarettes of French manufacture. In explanation of this situation, the authorities have issued a notice stating that it is due to the great increase in the consumption of tobacco since the beginning of the war, and to difficulties of all kinds which the tobacco factories have experienced in obtaining leaf tobacco.

The consumption of smoking tobacco, which in 1913 amounted to 31,500,000 kilos, rose in 1916 to 47,100,000 kilos. The consumption of cigarettes rose from 3,707,000,000 to 4,637,000,000, an increase of nearly thirty per cent. The increase has continued in 1917.

During the past few months the government has reserved for the troops at the front, in addition to the tobacco that is distributed gratuitously among the soldiers, considerable quantities of ordinary smoking tobacco and cigarettes, which are sent to the cooperative societies and consequently sold to the soldiers. These quantities amount to about one-fourth of the total available supply of cigarettes, and about one-sixth of the total production of ordinary smoking tobacco. Consequently, the quantities available for sale to the civil population have necessarily been diminished. Furthermore, the arrivals of leaf tobacco from abroad, and principally from the United States, have undergone a large decrease because of shipping conditions.

"La Sultana," the former nickel cigar, popularized by the Tobacco Corporation of America, will retail at six cents in 1918.

The General Cigar Company, Incorporated, has recently purchased the factory of the Hillson-Schloss Cigar Company at Wilkes-Barre, Pa.

Destroying the Enemy

(*Continued from Page 6*)

help us to improve them. But being grateful for and making the best of today's opportunities is what makes tomorrow's opportunities grow.

We do not overcome all of our wrong thoughts and all of our fears in one instant, but we do know that just in the degree that we keep our consciousness filled with light—with good thoughts—to that extent we make less room for thoughts that produce fear; and by this process of keeping our minds filled with thoughts of kindness, unselfishness, gratitude and loving service for others, we can all prove for ourselves that we do not have to remain in bondage to this relentless imposter called fear. Therefore let's set our face to the task of destroying in our individual consciousness this prime enemy which is today doing more to defeat business success and human happiness than any other one thing.

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

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CADO COMPANY, INC.
145 Lafayette Street - New York City
BRANDS { Fifty-Six - - - - - 10 for 25c
Cado - - - - - - 10 for 15c

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.
LIVE DISTRIBUTORS WANTED

Cork Tips **Cork Bobbins**
BOUCHER CORK & MACHINE COMPANY, Inc.
122-282 WEST 18TH STREET NEW YORK

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
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LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
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JOSE F. ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

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ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
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K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

H. NEUBERGER COMPANY
Incorporated
130 Water Street
New York
IMPORT EXPORT
LEAF TOBACCO

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306 NO. THIRD STREET, PHILADELPHIA

Retail Organizations

(*Continued from Page 5*)

stand that the sign or emblem stands for a store just a bit better than the average.

The members of an association must, however, bear in mind that if they are going to win the consumer to their stores they must work to live up to their ideals and their advertising. Clean windows, well arranged interiors, standard goods and quick and efficient service are standards that must be maintained by any successful retailer. An association that preaches and practices these things means something to an industry, something to the dealers of the country, and is a big asset to the community in which it operates.

Let the retail associations of the country set their ideals and standards high, even though they may never be reached. You will travel a long way toward success for the trying.

The year is young, the field is open. Success attends those who work. Failure, to those who understand, is but a stepping stone to success.

NEW RULING ON CIGARETTE PAPERS

Washington Bureau.

IMPORTERS of cigarette papers in books or tubes no longer will be required to send all packages to the appraiser's stores for examination, L. S. Rowe, Assistant Secretary of the Treasury in charge of customs, having ruled that the requirements of the law would be met if the same number of cases from each lot imported are sent for examination as is required for customs purposes.

The following letter, embodying those instructions, has been sent to the Collector of Customs at New York, by the Assistant Secretary:

The Collector of Customs,
New York, N. Y.

Sir:

Your attention is invited to T. D. 37393, paragraph 2 of which requires all packages of cigarette papers in books or tubes to be sent to the appraiser's stores for examination.

The Commissioner of Internal Revenue advised that this practice involves considerable expense and inconvenience to importers and that it will be satisfactory to internal revenue officers if the same number of cases are sent for examination as is required for customs purposes,

Accordingly paragraph 2 of T. D. 37393 is hereby revoked and you will be governed by section 2901 of the Revised Statutes and article 230 of the customs regulations of 1915 in designating packages containing cigarette papers and tubes for examination by the appraiser.

If the packages examined are found to be correctly invoiced delivery of the examination packages may be made in the usual manner. If, however, any irregularity or discrepancy is found delivery of the packages will be withheld until the duties and internal revenue taxes are paid.

Respectfully,
(Signed) L. S. Rowe,
Assistant Secretary.

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Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

EL SUSTANO:—40,487. For all tobacco products. December 26, 1917. American Litho. Co., New York City.

SUSTAINER:—40,488. For all tobacco products. December 26, 1917. American Litho. Co., New York City.

IOLA:—40,490. For pocket lighter, pipes and smokers' articles of every description. December 27, 1917. A. Oppenheimer & Co., New York City.

FOLLY MILL:—40,492. For cigars. December 29, 1917. Goldsmith-Silver Co., Boston, Mass.

EL VERDONA:—40,493. For all tobacco products. December 24, 1917. Wm. Steiner Sons & Co., New York City.

DOMINANT DAYTON:—40,494. For all tobacco products. January 2, 1918. American Litho. Co., New York City.

TRANSFERS

THE PUSHER:—22,141 (Tobacco Leaf). For cigars, cigarettes and tobacco. Registered November 1, 1901, by Thomas B. Mellon, Detroit, Mich. Transferred by Independent Cigar Co., of which Mr. Mellon was President, to the Wadsworth Campbell Box Co., Detroit, Mich., December 11, 1916, and re-transferred by the latter company to Sam'l W. Trost, Cincinnati, Ohio.

LOCATION IN WASHINGTON FOR SCHULTE

The Schulte Cigar Company, by its acquisition in Washington, D. C., of the most prominent corner, has added a very important link to its chain-store system. Through the office of Joseph P. Day, they have leased from the Riggs Realty Company in the Riggs Building, one of Washington's most high-class office structures, the entire large corner ground-floor store and basement at Fifteenth and G Streets N. W. The lease is for a long term of years at an aggregate rental of $225,000. Alterations are contemplated, and upon completion the Schulte Company will occupy the corner.

STATISTICALLY SPEAKING

Mrs. Monderly—"Ah, Mrs. Baggs, how is your husband? What is he doing now?"

Mrs. B.—"He's not workin'; he's simply going 'round telling people when the war will end."

Mrs. M.—"Oh, then, he's a prophet?"

Mrs. B.—"No, he's not; he's a loss."

The "New Bachelor" cigar made by T. J. Dunn & Company, is now in the six-cent class.

Mrs. Mary Louise Lopez, widow of Calixto Lopez, founder of Calixto Lopez & Company, later a part of the Preferred Havana Tobacco Company, died recently at her home in Brooklyn, N. Y.

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR RENT—A CIGAR FACTORY

Where cigar makers are plentiful and need manufacturers to employ the home people in the great cigar town of Womelsdorf, Pa. The factory is a new three-story frame building equipped throughout, 20 x 58 ft., cellar under entire building, electric lights and hot water heating system.

Apply C. K. TAYLOR, Womelsdorf, Pa.

For Sale.

FOR SALE—Twenty-four Miller, DuBrul & Peters suction tables, in perfect condition. For a quick sale a very low price will be accepted. Address Box 151, "The Tobacco World."

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

Wanted.

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made. J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

CASH REGISTER WANTED—State price, make and number. Wolf, 5417 Webster Street, Philadelphia.

Selak & Hoffman, Wilmington, Del., have recently advanced the price of their "Big Perfecto" from five cents straight to six cents straight.

Retailers to the number of a hundred in Lynn, Mass., have organized a retail cigar dealers' association. Michael Cotter is president and Walter Guphill secretary.

Irving Studwell, formerly vice president of the C. B. Perkins Company, of Boston, has gone to New York to become the head of the cigar department of Park & Tilford, succeeding Walter Pierson.

The Tobacco World

Established 1881

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CUBAN OFFICE: Perseverancia, 8, Havana, Cuba.
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Write for Sample Card and Price List to Department W
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Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain
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Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
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MANUFACTURER OF ALL KINDS OF
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AND TRIMMINGS.
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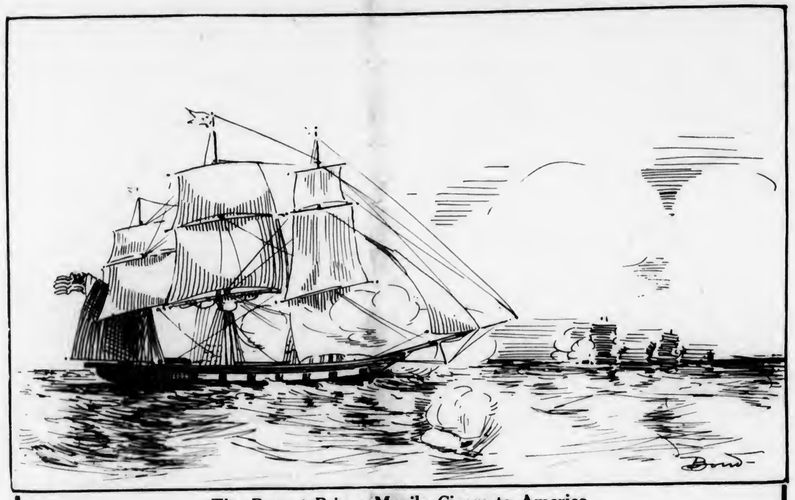
322 Chestnut Street
SELLING REPRESENTATIVES
ADOLPH FRANKAU & CO.,
129 Fifth Avenue, New York City



The Pequot Brings Manila Cigars to America

In 1817 the American ship Pequot sailed from the Philippine Islands with the first Manila cigars for the United States, arriving at Salem, Mass., in July, 1818. The record of the Pequot's adventures together with the discription of her cargo is contained in an old letter written by a Salem merchant, Saltonstall. Of the Manila cigars he wrote:

> "Manilas are of a style approved by Spaniards who excell in knowledge of cigars. They burn handsomely and have a flavor very agreeable. A man may smoke many during a day and not be surfeited or made ill."

The character of Manila Tobacco has not changed since then. The quality of cigars has improved and the quantity imported into the United States is counted in the hundred millions.

BOOST MANILA BUSINESS
THERE IS MONEY IN IT

Complete list of Manila manufacturers and distributers on application

The Manila Ad Agency 546 West 124th Street New York City

VOLUME 38 NO. 3

The TOBACCO WORLD

FEBRUARY 1, 1918

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STRIPPED and BOOKED P. R. SHORTS

From only the choicest districts in PORTO RICO

FANCY UNSTEMMED DOMESTIC FILLER

We are pleased to send samples of any grade upon request

S. LOEWENTHAL & SONS

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MADE IN BOND

FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

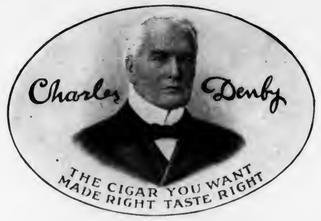
CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

"The Cigar that holds the confidence of the smoker pays retailers best"



This is the brand that is leading the trade everywhere to a full appreciation of the value of standard made cigars

The **"CHARLES DENBY"** satisfies the smoker because it is good, and the merchant because it sells.

H. FENDRICH, EVANSVILLE, IND.
Makers of good cigars for over 67 years

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.
PHILADELPHIA

ROCKY FORD CIGAR

HAND MADE — DELICIOUS FLAVOR

MANUFACTURED IN OUR NEWARK, N. J., FACTORIES

We also manufacture, at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 4 for 10c—2 for 5c—3c each and 3 for 10c., giving the Jobber and Retailer an exceptional margin of profit.

UNION AMERICAN CIGAR CO.
General Offices, Pittsburgh, Pa.

For Gentlemen of Good Taste

SAN FELICE

San Felice CIGARS

The Deisel-Wemmer Company
LIMA, O.

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

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M. MELACHRINO & CO., Inc.

EGYPTIAN CIGARETTES

You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. — London, 8 Regent St., S. W. Capetown, South Africa — Calcutta, 10 Government Place Alexandria, Rue Cherif Pacha — CAIRO, Head Office and Factory Hamburg, 18-20 Grosse Backerstrasse

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MURIEL—and the Retailer's Profit

With a quality that pleases the consumer, with a popularity that permits a quick turn-over and a gross that provides legitimate profit, Muriel Cigar is one of my best bets.
ANY WISE RETAILER.

Neither Quality nor Advertising can make a *lasting* success of a cigar if the Retailer's legitimate Profit is ignored.

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"Quality' –"Popularity"—"Profit" is Muriel's slogan to the Retailer.

Retailers desiring to make purchase of "The most talked-about cigar in the U. S. A." will be gladly given name and address of our nearest distributor upon request.

P. LORILLARD & COMPANY, Inc.
119 West 40th Street New York

FACTORY BRANDS:
BOUQUET DE PARIS — LONDON JOCKEY CLUB
FAVORITA ESPANOLA — EL MARVELO
JUANA DIAZ

Neudorf's
BOUQUET DE PARIS
"The Havana Cigar of Exclusive Mildness"

The cigar that is PREFERRED by United States Senators, Eminent Bankers, and other professional men who are exceptionally discriminating. This proves the unusual merit of Neudorf's *Bouquet de Paris* Cigars.

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MANUFACTURERS
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Quality Cigar Labels and Bands
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Selling Agents for Heywood, Strasser & Voig Litho. Co.
Cigar Box Labels, Bands and Trimmings
of the Highest Quality
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Importers of Havana and Packers of Leaf Tobacco
123 MAIDEN LANE, NEW YORK

YEARS OF EXPERIENCE HAVE MADE
PUNCH
A Cigar with Hardly a Rival
MANUEL LOPEZ, Proprietor, 28 Rayo St., Habana, Cuba
AUGUST KUTTNAUER, General Representative, 235 FIFTH AVE., NEW YORK

ESTABLISHED 1867
Y. Pendas & Alvarez
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CLEAR HAVANA
CIGARS
Our Motto: "QUALITY"
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ROMEO Y JULIETA
The Leader in all the
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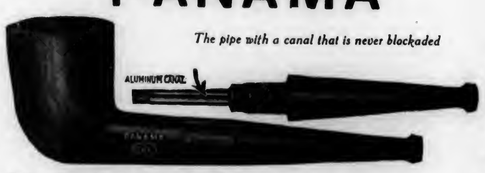

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KAUFMANN BROS. & BONDY, 33 East 17th St., New York

Volume 38

THE TOBACCO WORLD

Established 1881

Number 3

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

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Point Has Been Passed Where Cigar Manufacturers Can Absorb Further Increased Costs or Taxes

THE simple fact, as has been stated, is that the most efficient cigar manufacturing organizations in the country are no longer able to produce a good cigar to retail for five cents. Now, if these firms, with their vast resources, their ability to buy in quantities beyond the reach of smaller manufacturers, their methods of cutting down overhead expenses and their efficient management cannot do this thing, how can the smaller manufacturer do it?

It is not worth while to stop now and argue with the dealer who has not raised his prices. Time and space can be used to better advantage by directing the attention of the dealer and jobber to the conditions which indicate a still further advance in the prices of all tobacco products.

The price of leaf tobacco is advancing. It is not the purpose of this article to discuss why it is advancing nor what means might be taken to stop further advances. So long as conditions make it necessary for manufacturers to pay higher and higher prices for raw material and labor, just so long will the cost of production increase and the necessity remain for further advances in retail prices.

If tobacco is a necessity, then the retail prices have advanced nowhere near in proportion to those of the majority of commodities listed as necessities; if tobacco is a luxury, the retail prices of its products are far, far below those of other luxuries as regards the percentage of increase.

As far as the cigar manufacturer is concerned, he has struggled to keep down costs in every possible way. The increases in factory prices made in October and November were due, on a basis of production costs, weeks and weeks before they were made. Rather than disturb trade conditions during the arrangement of the War Tax bill and the fixing of the taxes for the cigar and tobacco industry, many manufacturers pocketed a loss and said nothing.

No better example of this condition is to be found than among the clear Havana manufacturers of Tampa, many of whom worked most of 1917 for no profit, and some who continued at a loss rather than raise prices or change sizes.

At the end of the year conditions had so adjusted themselves that practically all clear Havana manufacturers were on the same basis, and now they have introduced their new and smaller sizes and higher prices on the old sizes. Purely business motives would have prompted these changes months ago, but sentiment and competitive conditions maintained the old prices and sizes to the great benefit of the dealer and consumer. Whether or not the increases made this month will be sufficient to carry the manufacturers through the year remains to be seen.

As far as the seed and Havana industry is concerned, it seems highly probable that further advances must come before 1919. This is not written in an alarmist spirit. We would like to be able to say that the high point of prices has been reached, but there is no indication to warrant even a suggestion of this kind, while there is much to prove that manufacturing costs are still rising.

There is no need of the retail dealer apologizing to the consumer for the six-cent cigar. The time may not be far distant when six-cent cigars will have gone the road of the nickel cigar. The struggles of the dealers to educate the public to the increased prices should be a lesson to them. If the consumer can be made to feel that he is getting a bargain at six cents he is not so likely to walk out of the store when he is asked seven cents.

Retail dealers will be paid well for their time if they will look beyond their cigar counters and study the conditions that the cigar manufacturers are facing. Their own experiences ought to show them that prices are *not* going downward. And while the upward trend of prices has thus far been followed very, very slowly in the cigar industry, the point has been passed where the manufacturer can absorb further increased costs or taxes.

President Hirschhorn on Cigar Prices

CIGAR prices, which, during the first three years of war conditions, practically withstood the increasing pressure of manufacturing costs, are now taking the same upward trend in prices as shoes, clothes, collars, candies and practically every other commodity of daily use.

With leading five-cent brands now selling at six cents, three-for-twenty-five-cent brands of established merit now at ten cents straight, and well-known ten-cent straight brands now two for twenty-five cents, men who smoke are naturally asking "Why?"

"The whole business structure is tightly welded together," said Mr. Fred Hirschhorn, president of the Cigar Manufacturers' Association of America, when interviewed for an explanation of these advances.

"You cannot separate one industry from the rest and say it shall be governed by different economic conditions. If there comes a wave of advance in wages paid to labor, that wave will reach every industry. Such a wave means that the industrial world has less labor than it needs and therefore the cost of labor is higher.

"When the railroads are permitted to advance their freight rates to meet their increased costs of operation, that means that all manufacturers, shipping goods by rail, have an increased freight cost to meet.

"When the Government levies taxes on business in order to pay for the cost of the war, that means that every field of business must bear its share.

"These general conditions, which no field of business can escape, have confronted the cigar industry as they have every other, and so, throughout the business of every manufacturer, will be found increased costs, ranging from 25 to 150 per cent. The cigar manufacturer, like the shoe manufacturer, and the food producer, can only meet these costs by getting a higher price for the article he produces.

"Pre-war prices have absolutely disappeared—everything costs more. Labor and taxes, light and heat, boxes, labels, paper for packing, bands, even coming down to the string which ties the packages, the nails which seal up the cases of merchandise and the hammer that drives the nails—all cost higher prices.

"The greatest cost problem of all which the cigar manufacturer has had to meet is that of tobacco leaf. The class of tobaccos which entered into a five-cent cigar three years ago cost 75 to 100 per cent. more today. For instance, Pennsylvania tobacco that formerly sold at seventeen to twenty cents a pound, now brings thirty-eight to forty cents. Wisconsin tobaccos which used to sell at eighteen to twenty cents a pound have climbed to thirty-five to forty cents. Sumatra tobacco and Connecticut tobacco used for wrappers are just an even 100 per cent. above their normal prices.

"As I said at the outset, the cigar business is bound up with the entire business structure of the country. It has its problems in common with every other line of industry and it must meet these problems in the same sound ways.

"There is one happy feature about this economic situation which should interest the average smoker. If, on the one hand, the prices of the commodities which he uses have gone up, on the other hand, he has higher wages to expend upon them than he had before.

"You will never find that high wages and low prices prevail at the same time. You will always find that when general wages are high and when general wages are low, general prices are low. Thus labor itself is found to be an inseparable part of the nation's business structure."

PHILIPPINE SMOKES FOR "SAMMEES"

Manila, P. I.

Thirty-eight tons of cigars, cigarettes and smoking tobacco comprised the first Red Cross consignment of Philippine "smokes" for the American soldiers in France. The campaign is organized in the islands to maintain a monthly volume of tobacco shipments for the Sammees equal or larger than this first which went out on the December transport.

Through the efforts of Collector of Internal Revenue J. J. Rafferty, Vice President V. Concepcion, of the Philippine National Bank, and other prominent business men, the Manila cigar and cigarette manufacturers have agreed to furnish their product at cost. Through the Red Cross the consignments will be shipped without freight charges.

A novel way of raising funds has been hit upon by collecting the cigar and cigarette coupons of local smokers, which will be cashed into the tobacco fund for the "Sammees." This source of revenue alone will yield $2500 a month, it is estimated. Subscriptions are being solicited, a majority pledging a definite amount each month until the end of the war, which will give the committee a definite idea of the fund at their disposal for each month's shipment.

PRODUCTION OF CIGARS IN NOVEMBER

The following comparative data of tax-paid products as indicated by monthly sales of stamps is obtained from the statement of internal revenue collections for the month of November, 1917, and is issued by the bureau for the information of the trade, trade journals and other interested persons:

Products.	Nov., 1916.	Nov., 1917.
Cigars, large, Class A..No.	.....	127,739,643
Cigars, large, Class B..No.	.....	414,987,869
Cigars, large, Class C..No.	.....	151,846,111
Cigars, large, Class D..No.	.....	2,373,377
Cigars, large, Class E..No.	.....	4,286,530
Totals	714,757,513	701,233,530
Cigars, small .....No.	72,748,600	81,299,341
Cigarettes, large .....No.	2,086,150	4,164,089
Cigarettes, small .....No.	2,309,609,632	3,145,324,380
Snuff, manufactured...Lbs.	3,198,040	1,980,053
Tobacco, chewing and smoking .....Lbs.	36,643,848	31,127,910
Playing cards .....Packs	4,195,066	1,706,173

NOTE.—The figures for November, 1917, in above statement are subject to change until published in the annual report of the bureau.

Do You Think That Congress Should Repeal the Zone System of Postal Rates?

CONGRESS passed a law in conjunction with the War Revenue Bill which, when it becomes operative July 1, 1918, will deprive many readers of their magazines and trade papers. This law provides for an increase in postal rates for magazines, and the rate of increase is based on a Zone System. These progressive higher rates mean increases of from 50 to 900 per cent. Based on the present weight and size of THE TOBACCO WORLD it will eventually cost about 75 cents a year for postage to mail the publication to our California subscribers.

Every magazine subscriber probably knows that in most cases the subscription price has never equalled the bare cost of the paper and printing. The increases in subscription rates in 1917 nowhere near equal the increased costs of paper and printing.

It is a fact that these postal rate increases cannot be borne by the publishers. The subscriber will have to pay or go without the magazines.

The publishers are doing all in their power to awaken Congress to the disaster that will follow in the wake of this iniquitous law. But the publishers are but a handful compared to the millions of subscribers of magazines scattered in every section of the United States.

The magazine subscribers of the country must awake and impress upon their senators and representatives that they are opposed to the Zone System of rates on periodicals. You can impress them best by writing them a letter. Do it today.

Woodrow Wilson said a few years ago, in condemning a pending bill similar to the one in question:

> "This proposed new postal rate would be a direct tax, and a very serious one, upon the formation and expression of opinion—its more deliberate formation and expression, just at a time when opinion is concerning itself actively and effectively with the deepest problems of our political and social life.

WRITE YOUR SENATORS A PROTEST TODAY

The burden of the Zone System of charging for magazine postage will fall on the subscriber. The subscription price of nearly all magazines and trade papers is far below the bare cost of the printing and paper. When this law becomes operative, July 1, 1918, the postal charges on magazine will increase from *fifty* to *nine hundred* per cent. The increase will have to be paid by the *subscriber*.

This is the *subscriber's* battle, not the publisher's.

The publisher has two courses open. He can arrange his subscription rates by zones which will involve a tedious and troublesome system, or he can make a flat subscription rate which will make the subscriber nearest to the office of mailing bear a part of the cost of sending the magazine to the subscriber in the zone farthest away. This latter method is obviously unfair, and in any case will, because of the cost of the subscription, deprive many readers of their magazines.

THE TOBACCO WORLD is willing to pay an increase mailing charge based on a flat rate, but it strongly objects to the Zone System, which will heavily affect not only its own circulation, but that of all magazines.

Publishers already pay all the legitimate war taxes that other businesses pay, and they would not object to the Zone System if it were a war tax. It is not a war tax, however, but a permanent penalty on the dissemination of information and education.

This law will take away from many of you your magazines from which you get much education and information.

You can plainly see that this is the fight of the subscriber, not the publisher.

> "To make such a change now, whatever its intention in the minds of those who propose it, would be to attack and embarrass the free processes of opinion. Surely, sober second thought will prevent any such mischevous blunder."

This law was tacked on the War Revenue Bill after it had been rejected by an overwhelming vote in the Senate. The bill was accepted finally, not because of the approval of the majority of Congress of the Zone System of postal rates, but because of a high patriotic duty—a duty to at once provide revenue for the carrying on of this war.

This rider to the War Revenue Bill becomes operative July 1, 1918. Sufficient time is allowed for a repeal of this rider.

It is apparent, however, that nothing will be done unless, Mr. Subscriber, *you* do it today.

The trade press of the country is a sort of insurance on business. It keeps the business man in touch with his work, and keeps him accurate and reliably informed. It distributes information that could reach him in no other way. Its power will be crippled or

(Continued on Page 25)

Canadian Cigar Manufacturers Get Distribution of 522 Bales of Sumatra

ON account of the shortage of Sumatra wrappers among Canadian cigar manufacturers, Charles Spreiser, secretary of the long-dormant Canadian Cigar Manufacturers' Association, enlisted the aid of Messrs. John H. Duys and Joseph F. Cullman and thus secured a shipment of 522 bales of Sumatra from Holland. This shipment arrived at St. John, N. B., early in the year.

The success of the New York inscriptions inspired the arrangements for a distribution and the tobacco was brought to Montreal and graded there at prices ranging from $2.30 to $3.50 a pound.

American manufacturers have expressed some surprise at the very reasonable prices which obtained, considering the marks.

Fifteen Canadian firms participated in the distribution, but their applications reached a total that permitted of only a forty-four per cent. allotment.

The distribution by firms was as follows:

L. O. Grothe, Limited, 111 bales; John McNee & Sons, 66; Goulet Brothers, 55; Andrew Wilson & Company, 44; H. Jacobs & Company, 44; C. H. Spreiser, 41; McLeod, Nolan & Company, 27; S. Harris & Company, 22; H. Simon & Sons, 22; La Champagne Cigar Company, 18; J. Bruce Payne, 18; Sherbrooke Cigar Company, 18; William Ward & Sons, 13; Jose Granda Company, 11; W. R. Webster & Company, 9; Ed Youngheart & Company, 3. Total, 522 bales.

The following are the details of the distribution:

112 Bales, Rotterdam Deli Co. /F/2

Lot 1, 11 bales, mark B1, $2.40—Grothe, 5; Spreiser, 3; Goulet, 3.

Lot 2, 24 bales, mark L1, $2.90—Goulet, 14; Ward, 3; Spreiser, 7.

Lot 3, 26 bales, mark L2, $2.50—Jacobs, 10; Wilson, 7; Ward, 3; Granda, 3; Payne, 3.

Lot 4, 22 bales, mark LV1, $3.10—Spreiser, 5; Goulet, 7; Grothe, 10.

Lot 5, 29 bales, mark LV2, $2.80—Wilson, 8; Webster, 3; Payne, 3; Ward, 3; McLeod, Nolan, 8; Harris, 4.

145 Bales, Medan Tab My /SSK/ Deli/2

Lot 6, 3 bales, mark B1, $2.70—McLeod, Nolan, 3.

Lot 7, 6 bales, mark B2, $2.40—Payne, 2; Grothe, 4.

Lot 8, 24 bales, mark L1, $3.30—McNee, 17; Simon, 7.

Lot 9, 41 bales, mark L2, $3—Goulet, 31; Simon, 10.

Lot 10, 13 bales, mark LB1, $3—Grothe, 13.

Lot 11, 24 bales, mark LB2, $2.60—Grothe, 9; Wilson, 12; La Champagne, 3.

Lot 12, 6 bales, mark LK1, $2.50—McLeod, Nolan, 3; Spreiser, 3.

Lot 13, 5 bales, mark V1, $3.20—McNee, 5.

Lot 14, 10 bales, mark V2, $2.80—Grothe, 4; Webster, 3; McLeod, Nolan, 3.

Lot 15, 4 bales, mark LV1, $3.50—Grothe, 2; McNee, 2.

Lot 16, 9 bales, mark LV2, $3—Grothe, 7; Simon, 2.

215 Bales, Senembah /PM/2

Lot 17, 19 bales, mark B1, $2.50—Grothe, 10; Spreiser, 3; Jacobs, 6.

Lot 18, 17 bales, mark B2, $2.30—Grothe, 5; Granda, 3; Ward, 4; Jacobs, 5.

Lot 19, 13 bales, mark K1, $2.50—Payne, 7; Sherbrooke Cigar Company, 6.

Lot 20, 21 bales, mark L1, $3.10—McNee, 21.

Lot 21, 23 bales, mark L2, $2.80—La Champagne, 13; S. Harris, 10.

Lot 22, 33 bales, mark V1, $3—Jacobs, 15; S. Harris, 8; McNee, 10.

Lot 23, 28 bales, mark V2, $2.60—Grothe, 10; Wilson, 8; McLeod, Nolan, 10.

Lot 24, 11 bales, mark LV1, $3.10—Grothe, 5; Spreiser, 6.

Lot 25, 13 bales, mark LV2, $2.70—Grothe, 5; Webster, 3; Simon, 3; Jacobs, 2.

Lot 26, 10 bales, mark LK1, $2.50—Sherbrooke Cigar Company, 10.

Lot 27, 17 bales, mark LK2, $2.30—Spreiser, 6; Payne, 3; La Champagne, 2; Grothe, 6.

Lot 28, 5 bales, mark SV1, $2.50—Grothe, 3; Sherbrooke, 2.

Lot 29, 5 bales, mark SV2, $2.30—Grothe, 3; Jose Granda, 2.

20 Bales, SM/ Sumatra /A/2

Lot 30, 11 bales, mark V1, $3.10—Jacobs, 6; Spreiser, 5.

Lot 31, 9 bales, mark V2, $2.70—Wilson, 6; Jose Granda, 3.

30 Bales, Amsterdam Deli Co. /SB/2

Lot 32, 5 bales, mark LV1, $3.30—McNee, 5.

Lot 33, 25 bales, mark LV2, $2.90—Grothe, 10; Wilson, 3; McNee, 6; Spreiser, 3; Ed Youngheart & Company, 3.

An additional 200 bales was brought on from New York by Mr. Duys, but 160 bales of this were taken at once by the Tuckett Tobacco Company and the balance speedily disposed of. Complete satisfaction was expressed all around at the close of the sale and so keen was the demand that Mr. Duys auctioned off the samples, starting off at $2 and knocking them down to R. O. Grothe at $2.30.

A most enjoyable function in connection with the event was the dinner tendered the Canadian manufacturers by Messrs. Cullman and Duys. It was served in the Oak Room of the Windsor Hotel, and in point of service, culinary excellence and the spirit of camaraderie that was evoked, it could hardly have been bettered.

Mr. Cullman was so impressed that he very generously invited the manufacturers to be his and Mr. Duys' guests at luncheon on the following day, when they could further the organization project. M. J. Hirsch amended this proposal by suggesting that the Montreal manufacturers invite Messrs. Duys and Cull-

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THE burglar stole softly through the dark alley and stopped at one of the windows in the rear of Edison McSweeney's cigar store. With a jimmy he loosened the light iron bars which protected the glass. Then he inserted the jimmy between the sash and the sill and was about to pry upwards when a strange thing happened. The window quietly raised of its own accord!

The burglar sprang back into the deeper shadow and whipped out his automatic. After a long wait, he felt reassured.

"Must be a new-fangled kind of sash weight!" he muttered. Stepping cautiously back to the window, he flashed his electric pocket lamp into the back room of the store. Everything seemed all right. The thief climbed stealthily through the window. The moment he was inside the window sash dropped swiftly and silently behind him. He stifled a startled oath. With the pocket flash he examined every inch of the window casing, but he could discover nothing out of the ordinary. Presently, giving up the problem for the more urgent business in hand, the man crept softly through the room and entered the main part of the store. The place was pitch dark, save for a stray gleam upon the showcases where the light of a distant street lamp was reflected.

The thief drew a small instrument from a pocket and stepped to the cash register. He had opened many in his day—or night—and smiled grimly in the shadows as he thought how easily and silently the trick was done—when one were an artist!

But the instant he laid his hand upon the machine the cash drawer darted out smoothly and with scarcely a sound. In one of the trays a tiny electric light gleamed behind a frosted glass. On the glass was printed:

The money is in the safe.
The safe is in the back room.
It is painted to look like a
Case of cigars, but it ain't.
Yours, Edison McSweeney.

The burglar's nerves were on edge as he backed away from the spot. He leaned upon the showcase, searching the shadows of the room with his keen eyes, the automatic ready to spurt its deadly stream in the fraction of an instant. There was no sound, no movement.

"Well, I can't savvy the dope," the burglar whispered to himself, "but I'm going through with it."

He retraced his way back of the counter to the rear of the store, guiding himself by running his hand along the showcase. He was just rounding the end of the back case when he felt a board spring downward under his foot and a rectangle of glass set in the wall flashed out these words:

Better take a smoke before
You go out. You may
Not come back.
Yours, Edison McSweeney.

The man raised his pistol involuntarily. He had a savage impulse to blaze away at the mocking invitation. Then, curiously enough, he reacted to the humor of the situation. "Thanks, I will," he murmured, half aloud. He would play out this little comedy. This "nut" stuff might have scared out an amateur; it wouldn't go with him. He would play out the game, but he would go away with the money, too.

He opened the cigar case and pulled out a box. But before he could fill his pockets with the cigars there was a clicking, then a scratching and a whir, and from somewhere in the walls a talking machine screamed out in a shrill soprano:

"Don't smoke one of those. It will kill you. I only keep those for high-class crooks."

The man dropped the box to the floor, frightened and angered. With a curse he bounded through the doorway into the back room. He threw an electric flash around the piles of boxes. A little red light on one box in the corner suddenly winked twice. He hesitated a moment, the perspiration beginning to run. He had half a mind to follow it. Then he again conquered his tremors by a resolute effort and made a quick step towards the place where the light had flashed. His finger trembled on the trigger of his pistol. Reaching the corner, he knelt before the disguised safe. He pried off one of the boards of the packing case and the steel door showed before him in the light of his flasher. He applied his jimmy to another board——

Whang! BIFF! A long lever, at the end of which was a club, had darted out from somewhere behind him. He had been in just the right position. The club

(Continued on Page 22)

Tobacco Man Complains of Telegraph Rule

JOSEPH L. GRAHAM, traffic manager for the R. J. Reynolds Tobacco Company, in an informal complaint filed with the Interstate Commerce Commission, attacking the rules of the telegraph companies covering the transmission of telegrams, makes some interesting comments on wastes of time, energy and money brought about by adherence to them.

"These rules require either a waste of time and energy or a waste of money in transmitting dates and figures, and are unsuited to war times," Mr. Graham tells the Commission. "For instance, under these rules, charges are made as follows:

"'1st,' two words—'First,' one word.

"'20th,' three words—'Twentieth,' one word.

"'10000,' five words—'Ten thousand,' two words.

"'1516,' four words—'Fifteen sixteen,' two words.

"In other words, an ancient rule which still survives, charges for each numeral as one word, although the time used in transmitting a numeral is several times shorter than transmitting the written-out word which represents the numeral. For instance '18' is the telegraphic equivalent for only two letters in the word 'eighteen.' The numerals can be sent in about one-fourth the time that words representing them can be sent, but the charge made is twice as great. In short, it looks like there is waste instead of conservation, which is a matter of interest to all, particularly in this war period when all saving is desirable, and especially of time and energy by those using and operating public service facilities.

"Both the public and the telegraph people would benefit by a change in rule which would permit of as much as five or six connected numerals to be transmitted with the energy and cost of only one word, as is done by the cable companies," declares Mr. Graham. "Apparently the companies approve this sensible method for cable messages from inland points crossing the ocean and transmit connected numerals as one word."

Quick Discount Figuring

THE discount tables of most merchandising and manufacturing companies are overburdened with a complication of figures that make discount calculations more or less tedious and might well be eliminated and replaced by a much more simple and easier worked method.

Almost every establishment of this kind has a certain few combinations of discount figures from which it seldom departs. Its printed catalogues may contain a list of a thousand or more articles it has for sale, but a few combinations only are usually necessary to exhibit in the discount sheet.

Some of the most common are:

(1) 10 and 5.
(2) 20 and 10.
(3) 30 and 20.
(4) 50 and 20.
(5) 20, 10 and 5.
(6) 50, 20 and 10.
(7) 40, 20 and 5.

Ordinarily, these would be figured somewhat laboriously, as follows (the assumed catalogue price in each case being taken at $100 for convenience, although when catalogue prices are in odd dollars and cents the operation involves more arithmetic):

(1) 10 and 5. Ten per cent. of $100 is $10. $10 from $100 is $90. Five per cent. of $90 is $4.50. 4.50 from $90 is $85.50, net price.

(2) 20 and 10. Twenty per cent. of $100 is $20. $20 from $100 is $80. Ten per cent. of $80 is $8. $8 from $80 is $72, the net price.

Without going through the other obvious calculations, take the last:

(7) 40, 20 and 5. Forty per cent. of $100 is $40. $40 from $100 is $60. Twenty per cent. of $60 is $12. $12 from $60 is $48. Five per cent. of $48 is $2.40. $2.40 from $48 is $45.60, the net price.

The simplification comes by expressing these discounts in percentage form, as follows:

(1) 10 and 5 becomes 85.5 per cent. of catalogue price.

(2) 20 and 10 becomes 72 per cent. of catalogue price.

(3) 30 and 20 becomes 56 per cent. of catalogue price.

(4) 50 and 20 becomes 40 per cent. of catalogue price.

(5) 20, 10 and 5 becomes 68.4 per cent. of catalogue price.

(6) 50, 20 and 10 becomes 36 per cent. of catalogue price.

(7) 40, 20 and 5 becomes 45.6 per cent. of catalogue price.

Many factories and stores are seeing the time-saving to themselves as well as to their customers, and are adopting this method.

By it, if the catalogue price is, say, $550 and the discount (7) 40, 20 and 5, the net price can be much more easily and quickly ascertained by taking 45.6 per cent. of $550 ($250.80) than by going through the 40, 20 and 5 calculation.—*American Industries.*

Don't Wait Until "Afterwards" For Legal Advice

By Elton J. Buckley

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Mr. Buckley's legal articles will constitute a regular feature of THE TOBACCO WORLD. Subscribers may address any of their legal problems to THE TOBACCO WORLD, and Mr. Buckley will endeavor to answer them to the best of his ability. This service is extended to the subscribers of THE TOBACCO WORLD free of charge.

IN this I want to depart a little from the usual scope of these articles, and say something which I think needs to be said, in view of what is constantly transpiring in my own experience and in that of every other attorney in active practice.

A few days ago I asked a man why he had not done a certain thing which he should have done in order to protect his rights. He had failed to do it, and consequently made a loss. "Because," said he, "I'm afraid of the lawyers. I knew that if I did that I should have to have a lawyer, and I felt I'd rather go it alone." But in the end, after he had made one loss and was facing another even larger, he had to go to a lawyer after all.

The thing that I want to say is that every business man will save money in the long run if he will go to a lawyer *before* and not after something happens which may involve a legal liability. Any lawyer will charge less to give an opinion as to the thing to do *before* something happens, than he will to extricate you from a mess afterwards.

I want to say also that there is absolutely no reason why any business man should be afraid to go to a lawyer. He is always protected. He can ask the amount of the fee in advance, or if he has not asked what it was to be, and a bill is rendered which he considers excessive, he can always refuse to pay it, and the lawyer will have to go into court and prove that he earned it, just like any other plaintiff. The case will be decided, moreover, by a jury of laymen.

Almost every day something comes under my observation which shows what a really disastrous thing it may be to go through certain business transactions without legal advice. Let me set a few of these cases down; they have all come up in some way in my own practice within the last few weeks.

A manufacturer who is a master of his own line, but who of course knows no law, bought a piece of real estate not long ago on very advantageous terms. A chance came to sell it, after holding it for about eighteen months, for about twice what it cost him. He thought he knew how to draw an agreement of sale, so he went to a stationer's and bought a printed form. This he filled out as he thought it ought to be, signed it and gave it to the buyer.

Upon this real estate there was a railroad right of way and also a right of access by neighboring owners. Under the laws these are incumbrances. The printed form which the manufacturer signed bound him to convey "free of all incumbrances." He did not take in the meaning of this at all. When the time came to settle, the buyer declined to take title because the seller could not convey "free of all incumbrances." This most advantageous sale, therefore, fell through.

A lawyer, if he knew his business, would have learned what incumbrances were on the property and whether they were removable. If not, he would have eliminated the words from the agreement of sale. Failure to consult a lawyer in this case literally cost this man about $25,000.

A wholesale dry goods merchant whom I used to know well fell out with his two sons. His health began to suffer and he decided to make a will. Like many another man, he thought he could draw it himself, and this he did, leaving all of his considerable estate to his brother's family. The will was badly drawn, and when the sons, after his death, attacked it, it fell to pieces, and the two sons got the whole of his estate. Failure to consult a lawyer here probably caused the old man to turn in his grave, if he knew what was going on.

An acquaintance of mine became interested in a scheme to exploit a certain mechanical device which promised to be a decided advance over everything else of the kind. He decided to put $5000 in it. Desiring to economize in lawyers' fees, he merely consulted a patent attorney in order to see that the patents had been regularly issued and would likely hold water. Upon receiving a favorable report as to this, he put in his $5000, only to find, in a little while, that the device was not developed as a commercial proposition anywhere near as far as he thought it was, and that his $5000, instead of going toward the expense of marketing, had to go toward developing. It turned out that the $5000 was nowhere near enough, and when it was gone, the developing was still incomplete. No other money having been secured, the enterprise died a natural death.

A good lawyer is usually a good business man. Had one been consulted in the case he would have advised the employment of a mechanical engineer to learn how much more development work was needed. A simple thing to think of, it seems, yet it did not occur to the investor.

A grocer sold out his business and went into the saloon business. He rented a valuable property and got his license. The lease was of course in writing, but *he says* there was a verbal understanding that the lease should last only as long as the license; in other words, that when the saloon closed up there for any reason, the lease should end.

After having been in it for a little over a year, and when the second year was about a month old, the saloonkeeper decided to have the license transferred to another property. This he did, and refused to pay any more rent for the old building, on the strength of the above-mentioned verbal understanding. The owner sued him and got judgment for eleven months' rent.

(Continued on Page 24)

Greater Stability in Business

A Suggestion From the Master Builders' Association

WAR brings us to new ways and new needs. Necessity knows no law and follows no fixed custom. Many lines of business, including much building business, are dislocated because they are not concerned directly enough in today's most important production—production for war needs; production for these needs being placed ahead of all other business by common consent as well as by Government mandate. This new or enlarged work due to the war results in as great a volume of business, broadly speaking, as is in evidence in prosperous peace times, but its distribution is very different; so different that some business sees feast and some sees only famine. This new alignment of business for war's demands means ruin to many business firms, able and stable enough in normal times, but now falling below the minimum volume of business, which means disaster if continuing as long as this war may last.

Government work in large measure, very naturally, is being handled only by large concerns whose equipment enables them to meet the demand for speed, and, although a more general distribution might often be possible, every one realizes that perfect adjustment cannot be expected in times of emergency. The large firms, however, can do a considerable amount of this distribution among smaller firms, handling it through their own organizations and not interfering with speed or economy. The smaller firms of the country probably aggregate a greater total capital than the larger ones—and obviously are so large in number and in money involved that an instability troublesome to the country may result if these are to go idle and without earnings. The profitless concern cannot pay taxes, buy Liberty bonds or subscribe freely to the many calls for aid resulting from the war. The profitless concerns may continue large enough in total volume to disturb the country's proper balance.

The larger manufacturers and contractors are enlarging plants and organizations at a rate not approached in peace times; and much of this enlargement is absolutely necessary, for the nature of the work makes it impossible to divide, sublet and distribute. *can* be scattered among the smallest outfits, keeping them alive and resulting in no loss of money, time or quality. Some concerns are already doing this—subletting freely instead of attempting enlargement of their own equipment. More of it should be done. There is work enough, which can be subdivided and scattered, to keep the shops, mills and factories of the country, both large and small, fully occupied.

Every bit of this which is done helps the business stability of the country—an important element. It is said that the cost plus fixed charges is less for a large concern than for a small one.

The results, therefore, by the suggested method could be of little or no detriment—probably a benefit—to the product which the nation must have. "Smaller business" would be on a firmer basis and the stability to business thus obtained would be a gain far more than offsetting a little additional trouble. *There is also an advantage in making as many as possible feel in the harness and pulling a share.*

Of course some big concerns would not be doing quite so large a volume of business, but such concerns are sure to be fully occupied in any event, while any effort giving them all the business there is, without distinct benefits to the country resulting from this preference, is as regrettable as it would be in peace times.

Let the small business man do a part of the work.

Export Trade in Cigarettes

THE hankering of the heathen Chinee for the pleasures of civilization has resulted in doubling the sale of American cigarettes in the land of the Golden Dragon, according to the records of the Department of Commerce. While the other nations to which we export cigarettes seem to be cutting down their daily allowance, Johnny Pigtail is smoking twice as many as heretofore, despite all the warnings of the missionaries that he will get tobacco heart if he doesn't reform.

Thanks to China, our total exports of cigarettes during the eleven-month period ended with November, 1917, were 5,677,852,000, valued at $10,825,960, as compared with 3,674,817,000, valued at $6,488,818, in 1916, and 1,843,504,000, worth $2,919,361, in 1915.

Of the total amount, 4,090,079,000 went to China, with a value of $8,109,811, against 2,106,107,000, worth $4,037,059, in 1916, and 865,106,000, valued at $1,373,856, in 1915.

The only other country to show an increase was Panama, which took 71,485,000 cigarettes, worth $180,604, in 1917, as compared with 47,527,000, valued at $109,675, in 1916, and 80,470,000, valued at $137,178, in 1915.

A slight decrease is noted in the exports to the Straits Settlements. In 1915 the Settlements took 733,656,000 cigarettes, with a value of $1,023,962; this increased in 1916 to 960,068,000, valued at $1,318,043, but fell in 1917 to 881,323,000, worth $1,292,940.

Siam also fell off slightly, the 1917 exports to that country being 134,660,000, valued at $272,767, as compared with 216,910,000, worth $409,382, in 1916. The exports in 1915 were 96,750,000, valued at $185,647. Exports to the unspecified countries were: 1915, 67,522,000, worth $198,718; 1916, 344,205,000, valued at $614,659; 1917, 500,305,000, with a value of $969,835.

C. L. L.

"THE CAPITAL OF THE UNITED STATES IS MISSOURI"

Under this heading Harry A. Earnshaw has written a really big and important message to the cigar and tobacco trade. It will appear in the February 15th issue of The TOBACCO WORLD. You will read it not once but many times. It brings a great war truth home to every one of us, regardless of occupation or condition—*The Editor.*

UNCLE SAM SAYS, "SHOW ME!"

Big Gains For American Tobacco Company

SALES of the American Tobacco Company in December were slightly over $9,000,000. This compares with $5,400,000 in December, 1916, an increase of close to seventy per cent.

The December figures established a new single month's record for the company. The previous record month was June last, with a business of $8,500,000.

Sales for the full year 1917 were close to $89,000,000, as compared with $70,009,437 in 1916. This is a gain of approximately $19,000,000, or twenty-seven per cent., and exceeds all previous years by a large margin.

While it is early as yet to make an accurate forecast of the net for the year, says the Wall Street Journal of January 16th, indications point to a minimum of $26 a share for the $40,242,400 common stock after preferred dividends, as compared with $22.70 on the same amount of stock in 1916.

While considerable has been said of the success of the American Tobacco Company's new cigarette brand, "Lucky Strike," the facts are that all of the company's brands in the year just closed showed largely increased sales compared with the previous twelve months.

The company is now manufacturing and selling 15,000,000 "Lucky Strike" cigarettes daily. This is at the rate of 4,500,000,000 cigarettes annually, assuming 300 working days for the year. Inasmuch as this cigarette was only brought out last February, the present sales figures break all previous records for any new cigarette brand by an American company. Present sales of 15,000,000 cigarettes a day of this brand compare with 12,000,000 two months ago. The company has orders on hand which would insure shipments at the rate of 18,000,000 a day if it had the capacity to manufacture them.

The American Cigar Company, a subsidiary of the American Tobacco Company, has just closed its most successful year. This concern, which only a few years ago was carried as a distinct liability, earned probably $18 a share for its $10,000,000 common stock in the year ended December 31st last. These earnings were three times the dividend paid on the junior issue, and compare with a net of $12 a share for the same amount of stock in 1916.

While the American Cigar Company, on the face of the above figures, is in a position to increase its common dividend, it is understood that any increased disbursements will probably be in the form of stock dividends. Such extra disbursements on this issue, however, are not likely before the end of the current year.

The American Cigar Company is many millions of cigars behind its orders. The company has had considerable trouble with labor during the year just closed, and but for this fact the earnings would have been even greater than the $18 a share indicated above.

The fourth meeting of the Philadelphia Cigar & Tobacco Merchants' Association was held last Tuesday at the Hotel Adelphia.

A blanket order for more than one million "Eden" cigars has recently been placed by the Government with the Preferred Havana Tobacco Company.

T. M. A. Works Hard to Help Members of Trade During Fuel Order Tie-up

FROM early morning on Thursday, January 17th, when the news of the fuel order first appeared in the press, until Saturday afternoon, the Tobacco Merchants' Association offices looked more like a busy telegraph office than a commercial institution. There was no time for calling meetings or for mailing bulletins. The trade had to be advised by telegrams and long-distance phones.

Assisted ably by his son, D. S. Dushkind, and by E. A. Gersbach, his secretary, Counselor Dushkind kept the wires busy answering the continuous influx of inquiries for information and advice.

One of the first steps taken by the secretary of the Tobacco Merchants' Association was to wire to Fuel Administrator Garfield for permission to work off all prepared and cased tobaccos, which in itself would have caused an incalculable loss. Mr. Dushkind wired Dr. Garfield as follows:

> **"Tobacco leaf must necessarily be wetted and prepared twenty-four hours before it can be used in the manufacture of cigars or other tobacco products. Such wetted or prepared leaf must be used up on the day following its preparation or it would be worthless. We ask for permission to use up all prepared tobacco leaf in order to save millions of dollars' worth of tobacco from destruction. An immediate reply is imperative."**

The reply, which did not come until Friday morning, due undoubtedly to the congestion of the telegraph service, was brief, but meant quite a lot to cigar manufacturers. It read as follows:

> **"Answering wire you can run to save product already prepared."**

Upon the receipt of the telegram from the Fuel Administrator, the Tobacco Merchants' Association office got busy telephoning the local manufacturers and wiring out-of-town manufacturers, asking them in turn to communicate the news to their neighboring manufacturers, advising them of the permission to operate their factories in order to work off prepared stock.

Asking that the tobacco industry be exempted from the fuel order, the Tobacco Merchants' Association also sent the following telegram to the President and to the Fuel Administrator:

> "As patriotic citizens the tobacco men of America stand ready to cheerfully make every sacrifice essential for the success of the war, but we respectfully submit that the fuel order just issued as applied to the tobacco industry will work hardship and injury to an extent not justified by the insignificant saving of fuel derived therefrom. Tobacco being intensely sensitive to atmospheric conditions it is essential and has always been **the practice to keep the factories heated every day including nonworking days in order to prevent decomposition, and the fuel consumed in the actual manufacture of tobacco products amounts to very little more than the fuel needed simply for the protection of the raw material. Also tobacco products are sold under brands or trademarks of national popularity valued at hundreds of millions of dollars; the order applying as it does to territory east of the Mississippi will operate to the great advantage of those having factories west of the Mississippi River and marketing their products in the forbidden territory to the incalculable injury and probably to the destruction of the valuable brands manufactured east of the Mississippi. Moreover tobacco is a war essential only second to food as is evidenced by the official declarations of our highest army officers as well as by the tremendous demands of our government and the governments of our allies for tobacco products. We therefore earnestly protest against this order applying to our industry as it will not only seriously impair the billion of capital invested in the industry and work incalculable injury to its great army of workmen, but will materially reduce the two hundred million dollars of annual revenue that the Government receives from tobacco products."**

On Saturday morning the Tobacco Merchants' Association received the following answer from Fuel Administrator Noyes:

> **"Answering wire you are permitted to use only sufficient fuel to prevent injury to property from freezing."**

Permission to burn oil or natural gas, where natural gas can be had, for heat and light, was also asked by the Tobacco Merchants' Association, and in response to that request the following telegram was received:

> **"The present order is designed to restrict the use of all kinds of fuel on the days prescribed and this includes fuel in whatever form burned."**

"The fuel order," said Mr. Dushkind, "came to us as a complete surprise and without the least intimation that such measure was in contemplation. According to our reports," continued Mr. Dushkind, "it is perfectly apparent that the tobacco industry is closed up tight throughout the affected territory and is carrying out the edict of Dr. Garfield, not only according to the letter, but according to the spirit of the order. Even factories where cigars are made solely by hand, without any power, are closed up, and so the retail stores, which, under a strict interpretation of the order, could have been kept open and lighted, but not heated, since the order does not preclude the use of fuel for light, have nevertheless been closed up."

Dominate the Playing Card Sales in Your Neighborhood

Sell playing cards so well made that every pack you sell means a steady customer. Sell cards so well advertised that customers ask for them by name, saving valuable time in explaining their merits. Sell

BICYCLE PLAYING CARDS
AND
CONGRESS PLAYING CARDS

Has the ace been played?
KEEPING track of the cards not only makes card-playing fascinating recreation but trains the memory for more serious pursuits. Our book, "The Official Rules of Card Games" will teach you how to play any game expertly. It points the way to inexpensive amusement and mental growth.
BICYCLE PLAYING CARDS
never hinder "watching the game" Players use them with no more consciousness than they do a pen because of their large, clear indexes, their hard, opaque finish, and their smooth, easy slip. They cost much less than their quality would lead you to expect.
CONGRESS PLAYING CARDS are ideal for prizes, gifts and social play. They have full color art backs, and gold edges. Packed in telescope cases, with dainty wrapping.
SEND FOR THIS BOOK TODAY. It is the card player's encyclopedia. Latest rules and directions for playing 200 games including Pinnie Bridge. 200 pages. Send 25 cents in stamps for it today. Illustrated catalog of all kinds of playing cards and supplies free. Address
THE U. S. PLAYING CARD COMPANY
Cincinnati, U. S. A., or Toronto, Canada
Dept. ——

But don't stop with merely stocking the brands. Carry a well selected variety of designs and keep your stock *alive*. Watch our advertising, read our literature, try our new backs as they appear, quiz the salesman, and, most important, watch your own sales.

Then let people know that you sell U. S. Playing Cards. Tie your store to our national advertising. Give playing cards a place in your window displays. Mention them in your advertisements. Feature the Official Rules of Card Games. Make your store "Playing Card Headquarters."

It will pay you to do this because the little investment required in playing cards is turned over quickly and repeatedly. A well selected stock of playing cards brings new customers to your store who will stay to make other purchases. This gives you an opportunity to convert many desirable people into regular customers.

The above advertisement shows how we are helping every playing card dealer increase his sales. It will appear almost twice as large as illustrated in the February or March issue of a large number of national magazines and will be seen by every card player in your district. Take advantage of it. Make it your advertisement.

Write us today for literature. We can help you increase your business.

The U. S. Playing Card Co.

CINCINNATI, U. S. A. **TORONTO, CAN.**
(Dept. 6)

You Are Entitled to Know Why, Says The United Cigar Stores

The United Cigar Stores have been handing their customers a printed statement of the reasons for the advance in the retail price of cigars and tobacco products. These reasons apply no more to the "United" than they do to the independent dealers. For the benefit of our retail subscribers, we are reprinting this statement. It explains logically and concisely why prices have to go up. If you have never taken the time to analyze these conditions, do it now. You will quiet many a complaining customer if you hand him plain, unadulterated facts. These are facts.—THE EDITOR.

THE cost of all kinds of tobacco leaf used in the manufacture of cigars, cigarettes and smoking mixtures enormously increased since the War, due to the fact that the world now depends on the United States, Cuba and Porto Rico for its supply.

This extraordinary demand, together with short crops in Connecticut, Pennsylvania and Wisconsin have doubled and trebled the prices of the most used types of tobacco.

Labor of every description employed in the tobacco manufacturing industry being paid an increase of not less than twenty-five per cent., and even payment of this increase still leaves a tremendous shortage of skilled hands in the factories. Production suffering in consequence.

Packing material, including cigar boxes, cardboard for cigarette packages, printing, nails, tin containers, glass jars, tinfoil and every other item on the list of manufacturing necessities up to new high marks in cost.

Tobacco in all its forms now paying heavier taxes than ever before on account of the War, but these taxes responsible for only fractional raises in price on each piece of merchandise sold.

Prevailing prices mainly the result of advanced costs of manufacture.
Viz.:

Sumatra wrappers prior to the war, average per pound, $2.50. Last sale this year, an average of $4.50 a pound.

An average increase of 40 cents a pound for Havana tobacco increases the cost for the tobacco alone from $7.00 to $8.00 per thousand cigars (18 to 20 pounds of leaf to the thousand).

Connecticut shade-grown tobacco, former average $2.25 per pound. Now $4.00.

Porto Rican Tobacco (wrappers) former average $1.85. Now, $3.25.

Burley (Virginia) cigarette and pipe tobacco, former average 17c. per lb. Now 45c.

Imported Turkish tobacco before the War, from 35c. to $1.50 per pound (accordng to grade). Now, $1.00 to $3.00, plus charge for freight and war-risk insurance, 60c. to $1.00 a pound. Duty, 35c. per pound additional.
Viz.:

An average increase of $2.25 per thousand paid cigarmakers for making cigars in the best factories.

Relatively as large an increase for work on cigarettes and smoking tobaccos.

Clerical work, selling expenses, etc., all increased for like reasons.
Viz.:

Former cost of a cigar box 6c. Present cost, 10c.

Manufacturers now charging from $4 to $5 per thousand extra for cigars packed in boxes of 25 instead of in boxes of 50. A charge seldom made before.

Average increase in cost of packing material for cigarettes, 25 per cent.
Viz.:

Total internal revenue collected on tobacco in the United States, for the past fiscal year, $103,201,592.16.

Additional revenue levied under the new law, now in force, $70,000,000, making a total tax of $173,000,000, over sixty-seven per cent. increase in taxes.

WITH THESE INDISPUTABLE FACTS TO CONTEND WITH

(a) The increased cost of tobacco leaf.
(b) The new cost and scarcity of labor.
(c) The addition of $70,000,000 to the tax on tobacco manufacture.
(d) The advanced cost of all material used in the production and marketing of the merchandise.

It is evident that the costs of all tobacco products must increase the prices to the consumer, under the unalterable policy of the United Cigar Stores Company to maintain quality. No price will be increased above a point to warrant a fair margin of profit based on the cost to us. We are not manufacturers.

—UNITED CIGAR STORES COMPANY.

SHIELDS & WERTHEIM FACTORY BURNED

Shields & Wertheim, manufacturers of the popular "La Saramita" and other cigar brands, suffered the loss of their factory recently, when the entire five-story building was gutted by fire. A high wind and zero weather hampered the work of the firemen.

Henry Harrison, formerly with George Schlegel, the lithographer, has become associated with Bayuk Brothers Company. He will have charge of advertising and the purchasing of supplies.

Franklin MacVeagh & Company have recently acquired for their cigar department the distribution of the "Girard" brand for the Chicago territory.

Copyright 1918, Liggett & Myers Tobacco Co.

THAR'S hardly a man so small an' mean
That you won't find him real worth while
If you ask him a "howdye" now an' then
An' smile him a shore 'nuff smile;
An' pass him yo' Velvet neighbor-like—
Why, bless you, the man ain't born,
That friendly warmth won't make expand
Like this here poppin' corn.

He'll mellow right out with the mellowness
That long years' agein' imparts
To the Velvet that warms each cockle there is
In his innermost heart of hearts.
So let's not let any fellow we know
Live friendless an' lone an' lorn,
When a bit of warmth would bring him out
Just like this poppin' corn.

Velvet Joe.

THERE'S mellowness in Velvet—a mellowness combined with flavor, smoothness, coolness and mildness.

Nature puts that mellowness into Velvet during two long years of ageing in wooden hogsheads. It's the slow way and the expensive way, but one pipeful of Velvet proves that it's right. Try Velvet today and see for yourself.

Liggett & Myers Tobacco Co.

Velvet Joe's Almanac for the year 1918 is now ready. If you want a copy write to him at 4241 Folsom Avenue, St. Louis, Missouri, and he will mail it to you.

5c bags 10c tins
1 lb. glass humidors

1918 Will Be a VELVET Year for Dealers

Velvet advertising will be more important than ever this year for the dealer. It will tell YOUR customers that Nature-Matured Velvet will sell at 10 cents—a big thing to consider in these days of increasingly high prices.

Full pages in the great national weeklies and the monthly magazines are telling the Velvet story now—and building demand for Velvet, the Smoothest Smoking Tobacco.

Leaf Tobacco Imports Decrease

A DECREASE of approximately $1,000,000 in the imports of leaf tobacco suitable for cigar wrappers during the eleven months ended with November, 1917, as compared with the corresponding period of 1916, is more than offset by a gain in the imports of manufactures of tobacco, according to statistics just compiled by the Department of Commerce.

Imports of leaf tobacco during the eleven-month period totaled 5,386,631 pounds, valued at $7,080,991, while during the same period of 1916 the total was 5,763,653 pounds, with a value of $8,403,620. In 1915 the imports, however, were but 3,712,294 pounds, worth $4,604,019.

An upheaval of the sources of production is shown by the figures. The Netherlands, which in 1915 furnished 3,570,947 pounds of leaf tobacco, valued at $4,412,096, and in 1916 5,573,773 pounds, valued at $8,138,806, or within $300,000 of the total imports, in 1917 furnished but 720,338 pounds, valued at $898,657.

On the other hand, the unspecified countries, which in 1915 furnished but 22,429 pounds, valued at $7420, and in 1916 64,072 pounds, with a value of $24,719, in 1917 furnished 4,505,524 pounds, valued at $5,892,403.

Shipments from Canada and Cuba increased slightly in 1917, as follows:

	1915	1916	1917.
Canada	$48,698	$45,267	$59,710
Cuba	135,805	194,828	230,221

Imports of all other leaf tobacco are increasing heavily. Whereas, in 1915, the eleven-month total was 32,050,193 pounds, valued at $14,582,414, in 1916 it was 41,041,050 pounds, with a value of $17,004,103, and in 1917 43,303,485 pounds, worth $21,480,489.

This $4,000,000 increase in 1917 is due in most part to the greater value of the receipts from Cuba, while the increase in quantity comes from the unspecified countries. The quantity of tobacco received from Cuba has been decreasing steadily, from 21,420,609 pounds in 1915 to 20,337,076 pounds in 1916 and 19,979,698 pounds in 1917. The value, however, has been increasing just as steadily—from $10,591,816 in 1915 to $11,077,479 in 1916 and $14,087,276 in 1917.

A peculiar feature of the situation is the apparent cheapening of the product received from the unspecified countries. While in 1915 the 6,966,267 pounds received were worth $2,612,158, an almost identical quantity in 1916 (6,589,099 pounds) was worth but $1,008,066, and in 1917 receipts of 16,119,607 pounds were valued at but $2,643,186, or about the same as 6,900,000 pounds were worth two years previous.

Imports from the United Kingdom have been decreasing in quantity, but increasing in value, the quantity having dropped from 1,282,576 pounds in 1915 to 155,357 pounds in 1916 and to 79,552 pounds in 1917. The value, however, which had dropped to $89,483 in 1916, rose in 1917 to $101,027.

Imports from Mexico vary greatly from year to year, reflecting the unsettled condition of the country. The imports from that source were: 1915, 397,124 pounds, $61,655; 1916, 3,391,745 pounds, $304,433; 1917, 250,746 pounds, $84,946.

Imports of cigars, cheroots and cigarettes during the eleven-month period of 1917 totaled 3,159,089, with a value of $6,580,763. This was a considerable gain over 1916, when the total was 1,940,392, valued at $4,846,429, and 1915, when the imports were 1,427,158, valued at $3,878,425. The following table shows the imports in detail for the eleven-month periods of the three years in question:

Philippine Islands:	1915.	1916.	1917.
Cigars and cheroots..	$1,164,282	$1,740,499	$3,309,030
Cigarettes	12,471	9,093	13,129
All other:			
Cigars and cheroots..	2,626,543	3,052,572	3,490,255
Cigarettes	75,129	44,265	38,349
All other manufactures	101,271	126,326	143,888

C. L. L.

Sell Monday's Cigars Saturday

Wideawake cigar dealers can capitalize the heatless, smokeless and boozeless Mondays if they will bring the attention of the consumer to the fact that no cigars can be purchased on Mondays. Some retailers placard their windows on Saturday with such signs as "Buy your cigars for Monday," "You will be cheerless as well as smokeless on Monday if you don't buy your cigars now."

Several retail dealers state that they are selling tins and boxes of cigars to customers on Saturdays where they have been in the habit of selling only a dozen cigars at the most.

There are some dealers who never complain about conditions, no matter how bad they seem to be. But these dealers are early to work, read their trade papers regularly and are always prepared to show the silver lining in every cloud. If the time taken by pessimists to complain and criticize conditions were spent in trying to increase sales and build business they would be dollars better off and mentally much more companionable.

We were at the club last Monday and saw quite a number of men who had forgotten to get their cigars on Saturday or Sunday. You may believe that when a good Samaritan appeared with a box of clear Havana the grouches were blown away in the smoke and the whole world took on a brighter hue.

And yet there are some people so foolish as to believe that a cigar serves no useful purpose.

Stop! Look! Listen!

This is the psychological moment for you to begin to use domestic wrappers. The condition of the imported wrapper market is dangerous. If you don't look out you will work another year for nothing, or perhaps at a loss.

$1.85 per pound duty; labor higher than ever; fillers and binders higher than ever; and imported wrappers dangerously high; these facts spell---NO PROFIT FOR YOU---unless you use

Connecticut Shade Grown or Georgia and Florida Wrappers

American Sumatra Tobacco Company

142 Water Street, New York

War Problems and How to Meet Them

Training New Clerks

By G. D. Crain, Jr.

Copyright 1917, by G. D. Crain, Jr.

"THE worst thing about having to employ so many new clerks," said a tired merchant not long ago, as he looked about at the large number of "new beginners" attempting to wait on the trade in his store, "is training them. It's a job that I haven't much time for and one that takes a lot of steam."

Yet, without question, the new clerk who is not given the advantage of sympathetic coaching is sure to make a lot of mistakes, and will fail to render the sort of service customers of the store are demanding.

The soldiers who go to France are given several months of intensive training before they get on the firing line. They receive instruction in the methods of warfare which are being used in the world conflict, so that when they take their places in the trenches they are prepared for all developments.

The new salesman, especially the one just starting out in selling work, is green timber. He needs coaching and instruction. He needs to have confidence instilled into him, so that he will not lose his nerve when a tough proposition is presented.

The best way to improve work in the store is to have a weekly conference or "round table."

This can be made so interesting and enjoyable that the clerks, instead of dodging the meeting, will welcome it.

It should be accompanied by "eats" of some sort, so that the social spirit will be developed, and bashful clerks encouraged to speak their minds.

The boss can be chairman of the meeting and can outline subjects for discussion, but it is a good idea for him not to attempt to monopolize the conversation.

Let salesmen, especially those who are experienced enough to be able to give good advice, discuss the problems of their every-day work, because such discussions will give the newcomers an idea of what they may expect.

The merchant can devote some of the time to the description of new lines, comment on changing prices, etc., and he should also explain the policy which is back of the store, so that customers will get from salespeople an expression in line with the actual policy of the establishment.

Just now, when most prices have been increased, explanations of high prices should be made intelligently, and advances not simply excused "on account of the war." There is a good reason for the advance in price of every commodity which is carrying an increase, and it is a good idea to inform the salespeople on this subject. Customers frequently inquire about these things, and they should be given an intelligent and reasonable answer.

In the smaller store, where there are only a few clerks, the proprietor can put in odd moments to good advantage in explaining to the new employees the methods which it is intended they shall use.

In this connection it is well to note that with new salespeople having to be trained, now is a good time to study the arrangement and marking of stock. Obsolete methods in this respect, which were tolerable when experienced salesmen, familiar with all of the details of the business, were in charge, make the work of new employees doubly difficult.

The arrangement of stock in some logical way, with prices plainly marked, will enable the rawest recruit in the sales army to take care of his own work without having constantly to ask questions of the merchant or one of his assistants.

The dealer who is training his help should be possessed of lots of patience. He must expect mistakes to be made and be ready to correct them without animosity. In the case of employees who are just being broken in to business harness, reproofs are often taken keenly to heart, and the merchant can afford to be generous in his attitude on this subject.

If he shows that he does not demand infallibility, but only earnest, intelligent effort, he will win confidence and loyalty that will go far to keep the mistakes from being repeated.

The new clerk who is made to feel that committing an error is not fatal, but that making the same mistake twice is a capital offense, will develop a spirit of determination to do things right, and will soon display ability that will mean less need for supervision.

One mighty good way to improve the work of new clerks is by enlisting the aid of traveling salesmen.

The latter are often just as good retail merchants as those who have stores, because they are constantly calling on the dealers, and they know good methods when they see them.

Furthermore, they are nearly always more than willing to co-operate with their customers in every possible way, and if they were asked to help in coaching a new hand, they will be glad to do so.

Many of these old-timers have seen service behind a counter themselves, and their suggestions are based on practical experience, and consequently are worth more than a lot of fine-spun theories.

Sometimes a traveling man will jump in and do a little saleswork himself, if there happens to be a lot doing on a busy Saturday afternoon. An ounce of demonstration is worth a pound of argument, and this is especially true of saleswork.

After the new clerk has seen how his friend Bill, the traveling man, handles a difficult customer, and how quickly he gets under the hide of the grouchy individual whose bark is usually worse than his bite, he perks up considerably.

Use the traveling men in the clerk's training school—but don't forget that, no matter how informal, there should be a training school.

LUCKY STRIKE Cigarette—a new flavor. It's toasted. Toasting holds the Burley flavor and adds to it. You don't eat raw meat. You don't drink raw coffee. You prefer toast to soggy bread. 95 per cent of your food is subjected to heat before you eat it, because the heating adds to the flavor and improves the taste. Like the greater part of the food which you place in your mouth, LUCKY STRIKE Cigarettes are subjected to heat. THEY'RE TOASTED. Toasting holds the Burley flavor and adds to the taste.
LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES
LUCKY STRIKE
The Real Burley Cigarette
It's Toasted
10c
a package

GUARANTEED BY

The American Tobacco Co.
INCORPORATED

Joyless Burglary

(Continued from Page 9)

had caught him fairly on the seat of his pants with all the force that could be imparted by a one-horsepower spring. The thief felt himself lifted and hurled through space toward the window. When he struck the floor he felt that he might as well keep right on going. The window lifted before him with the speed of lightning. He leaped through the opening, fell outside, and as he picked himself up and started for France his ears were again assailed by a phonograph secreted in the window casing:

"Farewell, old top! Come again whenever you are in need of excitement. Yours, Edison McSweeney!"

TOBACCO PRODUCTS GETS FALK BRANDS

The absorption of the Falk Tobacco Company, Incorporated, of New York, by the Tobacco Products Corporation marks the first big deal in the trade in 1918. Included in this sale are the well-known "Herbert Tareyton" cigarette and smoking tobacco brand and "Serene" smoking mixture. The Falk Tobacco Company was incorporated more than a year ago with a capital of $1,000,000. The consideration involved has not been made public.

The American Sumatra Tobacco Company, by declaring a quarterly dividend of one and three-quarters per cent., payable February 1, has increased its common stock dividend from six to seven per cent.

Lancaster Crop Sold

LANCASTER COUNTY tobacco growers have at last settled back to enjoy the biggest financial harvest in history. The entire crop in this section has practically been sold, only about four per cent. remaining to change hands. One of the finest lots to be sold recently was grown by Herman C. Reinhold in the East Petersburg section, which brought twenty-nine cents. Reinhold reports that the wrapper stripped from many individual stems weighs a pound.

All of the remaining tobacco in the county would have been stripped and ready for delivery had not zero temperatures and heavy snows returned for a protracted visit. Because of the severe cold, stripping is progressing very slowly.

A great deal of trouble is being experienced by the growers with fat stem. Packers attribute this malady to premature stripping, and many of the packers have notified the growers that if the practice is not discontinued penalizations will result.

So serious has become the fat stem that after an exhaustive study of the trouble, Phares W. Baker, of Landisville, notified the growers that he had discovered a remedy. This is it:

"Lay the wet stem leaves loose and straight in a pile, until about ten or fifteen pounds is secured. Wrap an old sack or paper around the whole bundle, leaving the wet ends uncovered. Lay this bundle upon two rails in the stripping room until the butts are thoroughly dry, which will take until February or March. Then tie into hands. This method will protect the weed against the ugly misshaping which is usually associated with 'fat stem' tobacco."

Growers report that this method is the first productive one that they have been able to find.

Otto Olson, of the United States experiment station in Ephrata, has started the distribution of slaughter seed, which are selling for one dollar per ounce.

Keen interest is beginning to appear among the growers in the annual tobacco exhibition which is slated to be staged in this city the latter part of February.

One of the most prominent tobacco men in this section was claimed by pneumonia this week, when Philip J. Borngesser died. He was for many years head of the old Skiles & Frey Company and at the time of his death was manager of the Seed Leaf Tobacco Growers' Company.

R. G. R.

MIGHT HAVE BEEN WORSE

"No man is so well known as he thinks he is," says Enrico Caruso, the world-famed tenor. "While motoring in New York State," continued the great singer, "the automobile broke down and I sought refuge in a farmhouse while the car was being repaired. I became friendly with the farmer, who asked me my name and I told him it was Caruso.

"The farmer leaped to his feet and seized me by the hand. 'Little did I think I would see a man like you in this here humble kitchen, sir!' he exclaimed. 'Caruso! The great traveler, Robinson Caruso!'"

We'd Pay Too!

EVER since the pelican stuck his bill through the hatchway of Noah's ark, those with a bill to present have been searching for a way of preventing debtors from saying airily:

"I haven't the money today; just call around tomorrow." Joseph Spuller, of Middletown, Connecticut, has found the way. He has a plan that strikes debtors dumb with the "call again tomorrow" frozen in their throats. His idea isn't patented. Here it is:

As he starts on his rounds, Mr. Spuller is clad in brilliant red, a suit of corduroy dyed as red as a western sunset on July 3. His hat is a red one with a metal plate bearing the inscription, "Bill Collector." His shoes are as red as the rest.

Solomon in all his glory was not arrayed like Joe Spuller, and his raiment strikes terror to the hearts and loose change pockets of Middletown members of the Bad Pay Club. When they see Spuller coming down the street they hasten to come across even though he may not have their particular claim in hand at the time.

Mr. Spuller works systematically. He doesn't spring the red suit on everybody. At first he makes a call or two and shows a fair amount of patience. But they know that after a call or two Collector Spuller will descend upon the house in his brilliant attire at an hour when the street is its busiest. The result is that most of the claims handed him are paid promptly, although not infrequently Little Johnny or Sister Sue races up the street and intercepts him on his approach with a hurried:

"Papa says to wait around the corner and he'll be right out."

Merchants of Middletown declare that never have bills been paid so promptly and never has there been less charging of accounts. Mr. Spuller is the greatest asset the merchants have, and they wouldn't release him or allow his suit to fade for a king's ransom.

"The idea certainly works," says Mr. Spuller. "How did I hit on it? Well, I knew that 'Come around tomorrow' was the greatest dodge a collector had to put up with. I realized that if I could think of some scheme to make people cut this out the rest would be easy. I thought at first I'd wear a red hat, but decided to go the limit and get after the bad debts in a full regalia of red, so everybody would know who I was and what I was after.

"Believe me, if every person who owed a bill knew that the neighbors knew when a bill collector called, there would be less putting off.

"Not one single person has asked me to call again since I donned the red regalia; in fact, in most cases all I need to do is to walk by a house and give it the 'once-over.'"—*Michigan Tradesman.*

UNION AMERICAN DIVIDEND

At a meeting of the board of directors of the Union American Cigar Company, held in Pittsburgh, Pa., January 26, 1918, a dividend of four per cent. was declared on the preferred stock to stockholders of record January 26, 1918, thus completing the full dividend for the year 1917. Transfer books will be closed from January 28th to February 15th, inclusive.

Every Cigar Manufacturer

Needs the

UNIVERSAL TOBACCO STRIPPING and BOOKING MACHINE

Every Cigar Manufacturer Can Use it Profitably Because—

THE Universal speeds up production. It cuts down on labor requirements and costs. It effects a 50% stock saving. It facilitates the handling of the tobacco. It helps turn out a better product for infinitely less money.

Used Everywhere—Endorsed by Everyone!

What the Universal Tobacco Machine is doing and has done for small as well as large manufacturers, it will do for you.

Ask for a demonstration in your own factory with your own tobacco under your own supervision without obligation to you.

Catalog and Price List on Request

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79 Fifth Avenue, New York, N. Y.

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Just the place for TOBACCO MEN
HOTEL LEMARQUIS
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The most central American plan hotel in the city. Rooms with private bath and meals from $3.50 a day, or from $2 a day without meals.
Illustrated booklet and guide map of New York sent on request if you mention Tobacco World. Address John P. Tolson, Mgr.

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
To Dealers-
Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.
P. B. GRAVELY TOBACCO CO. DANVILLE, VA.
DEPT. A

BAYUK BROS.
"HAVANA RIBBON"
THE PERFECT CIGAR

Don't Wait For Advice

(*Continued from Page 11*)

The Court said the verbal understanding wasn't any good—it should have been in the lease.

No lawyer was employed in this transaction. A good one would have insisted that the proviso about the lease and the license ending together be put in the written lease. He might have charged $25 for his services, whereas the cost of not employing him amounted to over $500.

I could go on writing about these cases almost indefinitely, simply by drawing on my memory. Some of the lawyer's most profitable clients are the men who preferred to wait until "afterward" for their legal advice.

TO IMPORT LABOR FROM ISLAND POSSESSIONS

FEARS of the tobacco growers of the South that the demand for unskilled labor in other sections of the country would result in the movement of large numbers of negroes, attracted by the higher wages that will prevail, are proven to be groundless by the announcement of the Secretary of Labor that, by the importation of labor from Porto Rico and the Virgin Islands, all demands of the railroads and agriculturalists can be met without any widespread movement of domestic labor from one section of the country to another.

Assistant Secretary of Labor Louis F. Post has taken this matter up and within a few days a representative of the department will leave for Porto Rico to make arrangements for the transportation of 50,000 laborers as soon as tonnage is available, while present plans call for the importation of a total of 110,000 hands before spring. These men will be distributed among the railroads and farms of the country for the purpose of keeping production and transportation at the necessary level.

By this action, declares Mr. Post, the country will be able to handle the war problem of producing enough food and transporting it quickly without taking laborers from other industries; in other words, the tobacco growers will be in position to keep what hands they may now have and even, if necessary, secure some of this imported labor.

"Any additional demands for common labor can be met by bringing in American citizens from Porto Rico and the Virgin Islands," declared the Assistant Secretary. "Porto Rico is an agricultural territory and yet has a density of population that is exceeded by but three of our States and is eight times greater than that of the agricultural State of Iowa. Under perpetuated conditions there, a considerable surplus of workers exists in the island, and by the transfer of these to continental United States an actual benefit would be conferred upon them.

"The United States Employment Service is now making arrangements with the railways, particularly those in the South and Southwest, where the climate is adaptable to the islanders, whereby this labor will be employed in maintenance of way during the slack agricultural season and released for farm work during the height of that season. Thus two seasonal needs will be met."

C. L. L.

The Zone System

(*Continued from Page 7*)

destroyed if this law is allowed to become effective.

A list of senators is published on this page.

Look up *your* senators and write a vigorous protest today.

We are printing this so that you will clearly understand why you will have to pay more for some, if not all, of your magazines—the price will be governed by where you live—and not because we want to make you do something. We hope you will do something, and you will if the magazines and trade papers mean anything in your life and business.

List of Members of the United States Senate, Sixty-sixth Congress

Alabama—John H. Bankhead and Oscar W. Underwood.

Arizona—Henry F. Ashurst and Marcus A. Smith.

Arkansas—Joseph T. Robinson and William F. Kirby.

California—James D. Phelan and Hiram W. Johnson.

Colorado—Charles S. Thomas and John F. Shafroth.

Connecticut—Frank B. Brandegee and George P. McLean.

Delaware—Willard Saulsbury and Josiah O. Wolcott.

Florida—Duncan U. Fletcher and Park Trammell.

Georgia—Hoke Smith and Thomas W. Hardwick.

Idaho—William E. Borah and James H. Brady.

Illinois—Jas. Hamilton Lewis and Lawrence Y. Sherman.

Indiana—Harry S. New and James E. Watson.

Iowa—Albert B. Cummins and William S. Kenyon.

Kansas—William H. Thompson and Charles Curtis.

Kentucky—Ollie M. James and J. C. W. Beckham.

Louisiana—Joseph E. Ransdell and Robert F. Broussard.

Maine—Frederick Hale and Bert M. Fernald.

Maryland—John Walter Smith and Joseph I. France.

Massachusetts—Henry Cabot Lodge and John W. Weeks.

Michigan—William Alden Smith and Charles E. Townsend.

Minnesota—Knute Nelson and Frank B. Kellogg.

Mississippi—John Sharp Williams and James K. Vardaman.

Missouri—William J. Stone and James A. Reed.

Montana—Henry L. Myers and Thomas J. Walsh.

Nebraska—Gilbert M. Hitchcock and George W. Norris.

Nevada—Francis G. Newlands and Key Pittman.

New Hampshire—Jacob H. Gallinger and Henry F. Hollis.

New Jersey—William Hughes and Joseph S. Frelinghuysen.

New Mexico—Albert B. Fall and Andrieus A. Jones.

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"Above All"
Contains the quality that pleases the consumer—this combined with the excellent workmanship produces a cigar that gives distinction to both dealer and smoker.
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They're quite a bit better than others. All popular shapes.
Sell for 3 for 25c, 10c straight, 2 for 25c, 3 for 50c and 25c straight.
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FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

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TURKISH CIGARETTES
CADO COMPANY, INC.
145 Lafayette Street - New York City
BRANDS { Fifty-Six - - - - - 10 for 25c
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Makers of
The New Bachelor Cigar
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Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
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Cork Tips Cork Bobbins
BOUCHER CORK & MACHINE COMPANY, Inc.
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OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

New York—James W. Wadsworth, Jr., and William M. Calder.
North Carolina—F. M. Simmons and Lee S. Overman.
North Dakota—Porter J. McCumber and Asle J. Gronna.
Ohio—Atlee Pomerene and Warren G. Harding.
Oklahoma—Thomas P. Gore and Robert L. Owen.
Oregon—George E. Chamberlain and Charles L. McNary.
Pennsylvania—Boies Penrose and Philander C. Knox.
Rhode Island—LeBaron B. Colt and Peter G. Gerry.
South Carolina—Benjamin R. Tillman and Ellison D. Smith.
South Dakota—Thomas Sterling and Edwin S. Johnson.
Tennessee—John K. Shields and Kenneth McKellar.
Texas—Charles A. Culberson and Morris Sheppard.
Utah—Reed Smoot and William H. King.
Vermont—William P. Dillingham and Carroll S. Page.
Virginia—Thomas S. Martin and Claude A. Swanson.
Washington—Wesley L. Jones and Miles Poindexter.
West Virginia—Nathan Goff and Howard Sutherland.
Wisconsin—Robert M. La Follette.
Wyoming—Francis E. Warren and John B. Kendrick.

Sumatra Distribution

(*Continued from Page 8*)

man and the out-of-town visitors to be their guests. This was heartily endorsed by R. O. Grothe and others and the amendment was carried. The gathering then dispersed with the singing of the national anthem.

In addition to the speakers mentioned, others present at the dinner were Messrs. Max Maier, Louis Schramm, J. E. Provost, Edward A. Harris, M. T. Irving, R. J. Presnail and S. F. Macfarlane (Tuckett's), Samuel Harris, L. E. Grothe, E. M. Lotz and H. J. Lotz (Andrew Wilson & Company), G. D. McNee, Ed Simon, S. Glackmeyer (La Champagne Cigar Company), George D. McGregor (S. Harris & Company), Max Elkin and Dudley Freeman (E. Youngheart & Company), James Willing, Rod Goulet, Harry Spreiser and others.

The luncheon following the tobacco distribution was equally as enjoyable as the dinner, Messrs. R. O. Grothe and M. J. Hirsch occupying the head chairs. After disposing of the menu, the cigar manufacturers went into executive session on the organization proposition and made plans to sound out the opinions of every manufacturer in the Dominion.

The completion of the first gathering of the Canadian cigar trade in eighteen years was marked by a reception in the evening at the residence of R. O. Grothe, and the visitors were given the final touch of Montreal's hospitality that will linger in their memories for years to come.

O. M. R.

Leaf Exports Decreasing

Washington, D. C.

A DECREASE of 225,000,000 pounds, or fifty per cent., in the exports of unmanufactured leaf tobacco during the eleven months ended with November, 1917, as compared with the corresponding period of 1916, is reported by the Bureau of Foreign and Domestic Commerce of the Department of Commerce. This falling off entails a decrease in value of $20,000,000, and brings the exports of this commodity below even those of the first eleven months of 1915.

While the greater part of this decrease is in exports to the United Kingdom, it is noticeable that shipments to the neutral countries of Europe also have fallen off greatly, with the exception of Spain and Switzerland. In fact, shipments to Denmark, the Netherlands, Norway and Sweden appear to have stopped entirely.

An increase of more than a million dollars is shown by both France and Italy, while Spain shows an increase of two millions. Canada also absorbed a million dollars more of tobacco, as did China and Australia.

The total exports of unmanufactured leaf during the eleven-month period of 1917 were 225,243,634 pounds, valued at $39,940,331. In 1916 a high mark was reached when the eleven months' exports totaled 456,117,585 pounds, with a value of $59,310,003. In 1915 the eleven-month total was 395,408,640 pounds, worth $48,429,988. The following table shows in detail the exports of those periods to each of the different countries to which this class of tobacco is shipped:

	Quantity.	Value.
1915.		
Denmark	2,362,159	$274,980
France	78,147,079	7,975,502
Italy	36,873,465	4,249,708
Netherlands	24,089,643	2,213,630
Norway	5,825,841	752,734
Portugal	2,985,194	347,950
Spain	5,237,144	371,955
Sweden	3,935,072	399,104
Switzerland	2,108,903	344,986
United Kingdom	181,204,239	23,254,791
Canada	13,486,436	2,273,388
Mexico	1,644,988	183,158
Argentina	2,634,060	389,772
China	3,080,794	487,263
Hongkong	2,196,733	411,598
Japan	2,437,809	628,832
Australia	9,807,318	1,654,077
British West Africa	5,416,259	698,963
French Africa	4,249,174	506,236
Other countries	7,774,330	1,011,361
1916.		
Denmark	17,898,137	2,070,416
France	73,284,027	6,531,440
Italy	31,649,012	3,466,591
Netherlands	81,978,062	8,129,032
Norway	7,548,603	885,416
Portugal	4,822,330	706,264
Spain	10,733,144	820,220
Sweden	3,734,144	369,101
Switzerland	1,215,708	117,079

For Twenty-five Years
Our first friends are still with us, and we continually add new ones—Because
LIPSCHUTZ'S
44
CIGARS
CONTAIN
A Standard Quality—Constantly tested to insure Uniformity.
44 CIGAR CO., Inc. : PHILA.

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Packers and Jobbers in All Grades of LEAF TOBACCO
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Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
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Incorporated
130 Water Street
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IMPORT EXPORT
LEAF TOBACCO

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306 NO. THIRD STREET, PHILADELPHIA

United Kingdom	149,557,643	24,697,058
Canada	16,799,884	2,941,078
Mexico	1,897,974	206,131
Argentina	2,375,187	378,319
China	10,799,157	1,379,360
Hongkong	7,574,877	1,528,745
Japan	2,464,786	415,856
Australia	9,836,178	1,841,391
British West Africa..	9,964,175	1,323,771
French Africa	3,975,122	469,116
Other countries	8,009,435	1,033,619
	1917.	
Denmark	266,949	33,416
France	54,592,395	7,423,192
Italy	39,449,908	4,904,344
Netherlands	1,470,875	191,936
Norway	2,636,130	427,138
Portugal	3,968,170	698,693
Spain	20,400,710	2,976,619
Sweden	652,289	87,643
Switzerland	2,709,796	444,624
United Kingdom	37,888,628	9,958,692
Canada	14,341,136	3,454,582
Mexico	1,422,218	210,263
Argentina	4,863,851	736,372
China	9,480,259	2,230,284
Hongkong	1,504,498	410,472
Japan	1,890,177	423,892
Australia	11,376,337	2,546,489
British West Africa..	7,220,114	1,152,404
French Africa	2,286,421	361,615
Other countries	6,822,753	1,267,391

C. L. L.

BIG GAIN IN CIGAR REVENUE

The monthly report of the Commissioner of Internal Revenue of taxes collected from dealers in tobacco and tobacco products contains, for the first time, a report of the amount collected as floor taxes under the provisions of the War Revenue Act. The sum thus collected was $3,111,058.03, taken in during the month of November, and represents the first full month's collections made under the law.

Collections on large cigars during the month amounted to $2,976,193.20, an increase of $831,920.66 over the amount collected during the corresponding month of 1916, $2,144,272.54. On small cigars the 1917 November collections were $80,876.75, an increase of $26,315.30 over the 1916 collections of $54,561.45.

Taxes collected on large cigarettes amounted to $18,781.64, as compared with $7510.14 in November, 1916, an increase of $11,271.50. On small cigarettes there was collected $6,345,291.35, an increase of $3,458,279.31 over the $2,887,012.04 collected the year before.

Snuff of all descriptions last November paid $256,600.99, as compared with $255,843.23 in November, 1916, an increase of $757.76. Collections from chewing and smoking tobacco were $3,990,052.88, an increase of $1,058,545.01 over the total of $2,931,507.87 collected the year before.

Special taxes collected from manufacturers of cigars, cigarettes and tobacco during the month totaled $6119.70. This was an increase of $5570.48 over the collections in November, 1916, which were $549.22.

The increase in taxes collected in November, 1917, as compared with those of November, 1916, including the floor tax, was $4,343,577.06.

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Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

LA FLOR DE CAWAYAN:—40,495. For cigars, cigarettes and tobacco. January 5, 1918. Bowring & Co., New York City.

GREEN SEAL:—40,496. For cigars. December 24, 1917. Wadsworth-Campbell Box Co., Detroit, Mich. Trade-mark claimed to have been in actual, continuous use for about forty years, when it was first adopted by the Detroit Cigar Manufacturing Co., Detroit, Mich., from whom title was derived through mesne transfers by registrant.

HOOSIER HONEY SUCKLES:—40,498. For all tobacco products. December 21, 1917. Edwards & Kildow, Alexandria, Ind.

BLACK AND TAN:—40,499. For cigars and stogies. December 6, 1917. Joseph Schwartz, Cleveland, Ohio. Trade-mark claimed to have been in actual, continuous use for about thirty years, when it was first adopted by Stephen G. Condit, from whom title was derived through mesne transfers by registrant.

TRU-LITE:—40,500. For all tobacco products. January 12, 1918. American Litho. Co., New York City.

MAJOR GARDNER:—40,501. For all tobacco products. January 16, 1918. American Litho. Co., New York City.

AUGUSTUS PEABODY GARDNER:—40,502. For all tobacco products. January 16, 1918. American Litho. Co., New York City.

EMERGENCY AID:—40,503. For all tobacco products. January 16, 1918. Natrona Tobacco Co., Philadelphia, Pa.

TRANSFERS.

ARBITRATOR:—308 (The Association). For cigars. Registered July 14, 1881, by Kerbs & Spiess, New York City. Transferred by the General Cigar Co., Inc., successors to Kerbs & Spiess, to S. Goldstein, of Austin, Tex., November 15, 1917.

DEMOCRACY WORTH FIGHTING FOR:—40,504. For all tobacco products. January 18, 1918. Pasbach-Voice Litho. Co., New York City.

SELECT DRAFT:—40,505. For all tobacco products. January 18, 1918. Pasbach-Voice Litho. Co., New York City.

GREENE'S FIVE-UP:—40,506. For cigars. January 11, 1918. Joe G. Greene y Ca., Greenwood, S. C.

UNITED STATES VICTORY FOR THE SAMMIES:—40,507. For all tobacco products. January 22, 1918. Jefferson Highway Cigar Factory, W. L. Dichl, proprietor, King City, Mo.

TILFAMA:—40,508. For all tobacco products. January 19, 1918. American Litho. Co., New York City.

BAR GATE:—40,509. For all tobacco products. January 23, 1918. American Litho. Co., New York City.

HENRIQUEZ HERMANOS:—40,510. For all tobacco products. January 23, 1918. American Litho. Co., New York City.

GRONEWEG & SCHOENTGEN'S MOGUL:—16,530 (Tobacco World). For cigars and cheroots. Registered October 29, 1908, by Lagora Fee Co., Detroit, Mich. Transferred to Michigan Cigar Box Co., Detroit, Mich., January 9, 1918, and retransferred to Mazer Cigar Manufacturing Co., Detroit, Mich., for cigars, January 21, 1918.

DEVOTION:—733 (The Association). For cigars. Registered December 28, 1882, by Lichtenstein Brothers Co., New York City. Transferred to Bowring & Co., New York City, by General Cigar Co., their successors, November 12, 1917.

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

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NO TIME TO LOSE

The Chinese have numerous traditions concerning their famous philosopher, Confucius. One day, they say, while he was meditating in the fields outside the city of Tientsin, he noticed a woman weeping bitterly beside a fresh grave, which she was fanning vigorously. He was touched by her evident grief and said, "O sorrowful one, what is your trouble?"

"Your honorable excellency, my husband is dead."

"No doubt he was a good husband and you are to be pitied, but why are you fanning his grave?"

"Exalted one," replied the woman, and her voice choked with sobs, "my husband made me promise not to marry again until his grave was dry."

The Tobacco World

Established 1881

Volume 38 | February 1, 1918 | No. 3

TOBACCO WORLD CORPORATION
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Hobart Bishop Hankins, *President*
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Danny Goodman, First Illinois Infantry, champion light-weight boxer of the Army, "rolling his own" in his corner just before the gong, Standing, left to right: Billy Williams, champion bowler of the Army; Jack C. Felker. champion heavy-weight of the Army; Carl F. Timmersman, former pitcher of the Federal League and the White Sox. Photographed at New Braunfels, Texas. Grandstand of Baseball Park in background. Look for the famous muslin sack.

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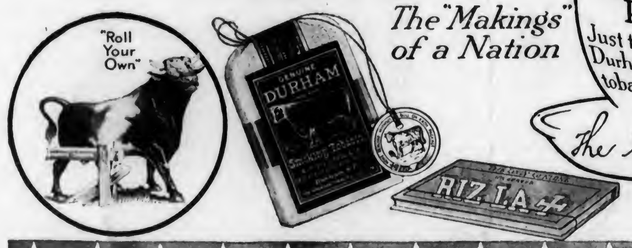
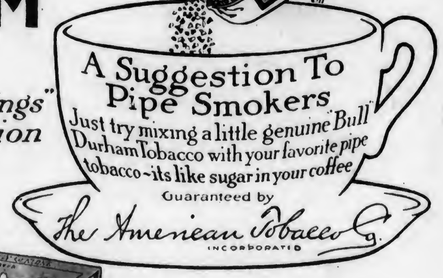


The "Makings" of a Nation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Guaranteed by
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"The Makings of a Nation" { Mr. Dealer: Please consider the significance at this time of this first slogan.

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VOLUME 38 NO. 4

The TOBACCO WORLD

FEBRUARY 15, 1918

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Volume 38 — Number 4

THE TOBACCO WORLD

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year — PHILADELPHIA, February 15, 1918 — Foreign $3.50

Labor-Saving Devices Needed in Cigar Industry To Decrease Production Costs

IN every industry mechanical devices have not only speeded up production but have actually *decreased* costs of production. Most of the industries which have benefited from labor-saving machinery have had mechanical appliances to work with and to develop improvements from.

The tobacco industry has always been largely dependent upon the hand and the eye, mechanical devices for facilitating production having been few and far between.

Now, however, there is a slight awakening and the most progressive of manufacturers are turning their minds toward such inventions as are perfect enough for use in the industry. Many others refuse to consider them because of their firm faith in the established hand-made cigar.

The jobber, the dealer and the consumer will tell all manufacturers that they are more concerned with the blend and quality of the cigar than with the question of how it is made. The jobber, dealer and consumer all want cigars that will fit their respective pocketbooks.

To meet the increased costs of production all manufacturers have been compelled to resort to every sort of economy in order to produce their products at a price at which they can be sold.

It may be today or it may be tomorrow, or it may be ten years from now, when the production of cigars will depend largely on mechanical devices and equipment.

Only a few manufacturers, until recently, have thought to investigate the economies of machinery. It is also true that there are at present only a few machines that are perfect enough to use in producing cigars.

It is ofttimes said that Necessity is the mother of Invention. And so in the cigar manufacturing industry the necessity of economical production is sure to produce many useful and valuable devices.

If the manufacturers of twenty years ago could have had the use of even the small number of devices in use today, many would have died wealthy instead of in poor or moderate circumstances.

Not far hence the profits of the cigar manufacturers will be due largely to the introducing of machinery which will reduce production costs. The progressive cigar manufacturer sees and realizes this. A continuation of rising production costs will bring many others into the camp of the progressives.

When a manufacturer discovers that the tobacco he bought made just 375,000 cigars *less* than it was figured the tobacco should produce, there is bound to be an awakening. Strictly handmade work is sure to be expensive, largely because of the imperfections of humanity.

This is not a criticism of the cigar manufacturing industry, but is offered as a solution to serious conditions which must be met. It is a solution which experience has proved in every other large industry in the world.

There is a necessity now for the speeding up of the perfection of many devices and machines now in use in a small way in the industry, as well as a fertile field for inventors.

In the last analysis the point for the cigar manufacturer to bear in mind is that so long as the cigar pleases the consumer's taste he is not worrying about how it is made.

Read the thrilling wartime message to the Cigar and Tobacco Trade.
See page 9 of this issue

War Problems and How to Meet Them

Adding New Customers

By G. D. Crain, Jr.

Copyright 1917, by G. D. Crain, Jr.

HERE is the situation that merchants in a good many lines are confronted with:

A considerable proportion of their customers have gone to war. If they have been dealing largely or exclusively with men, the percentage is greater than otherwise. But, in any event, a hole has been knocked in the potential buying capacity of the local market.

There is no getting away from that.

It is true that these soldiers at the cantonments and elsewhere are still consumers, and goods are being bought by and for them; but the point is that the local merchant, who formerly was in a position to supply their wants, is no longer able to do so.

This is not a pessimistic view of the situation; merely a statement of the problem that the merchant is confronted with, namely, How can I add new customers to take the place of those who have gone?

The obvious answer is, take on additional lines of goods.

Expand your stock; increase the number of points of appeal and therefore points of contact, with the public. Give yourself more chances to do business with everybody who is now on your books or who may be persuaded to become a customer.

New lines have a particular advantage at this time, for the reason that they enable the retailer to make more of the custom that he already has. In addition to bringing new buyers in, these goods will enable increased sales to be made to present customers. There is a double advantage there.

It is not so much a case of reduced buying capacity on the part of those left at home. In fact, the reverse is true in many instances and in many sections of the country.

In the industrial districts, manufacturers are taking all of the labor they can get. Wages were never higher. Women and boys, whose opportunities were formerly restricted, are being given employment at wages which in peace-times would have been considered prohibitive. The result is that they are now able to buy more and better goods than ever before, and are better prospects for the retail merchants than ever before.

Likewise in farming communities, where immediate benefits have been received from the high prices of all products of the farm, including grains and livestock, more money is in circulation and the merchant who is in a position to supply the demand for a more varied stock of goods is able, in spite of the reduced number of customers he may have to sell to, to show a steadily increasing volume of business.

In short, the road to increased business is through the sale of new lines, which have not been handled heretofore.

This idea may be expressed in a number of ways. For instance, the merchant may have carried goods selling within a narrow price range, on account of real or fancied limitations of his customers. Now he can increase the range, offering a complete line of the product, and making sure of getting the advantage of the improved position of the numerous individuals in his trade territory who are making more money than they have been accustomed to have the spending of.

Again, in some lines there has been a shortage of production or interrupted distribution, owing to scar-

Here is the situation that merchants in a good many lines are confronted with:

city of raw materials, labor or some other condition. The dealer who finds himself with a smaller stock of these goods, which he has been handling regularly for a long time, on hand, has but one alternative: increasing his supply of other things to make up for his reduced opportunities in this direction.

That means getting on the lookout for new and appropriate lines with which to interest and satisfy his trade. It is the only way out.

In most cases operating expenses are pretty well fixed. The merchant is seldom in a position to reduce them. He has his rent to pay, his taxes to look after and his pay-roll. In view of the higher costs of living, he can't reduce the latter, and the other items are likely to show an advance rather than a reduction. And in other directions contributing to overhead it is next to impossible to whittle down the expenditures to any material extent.

That means that the merchant has got to maintain his volume. He can't afford to have a shrinkage of business, since that would immediately result in a higher percentage of overhead expenses, and hence in a reduced margin of profit. Allowing the volume to sag involves the danger of making unprofitable the handling of the best lines in the store, because of the burden of expense that they will be forced to carry.

On the other hand, finding a solution of the difficulty in the addition of new lines, by means of which volume is maintained or increased, furnishes a double opportunity for profit. In the event that sales are shoved up to a new notch, overhead drops and the margin of profit climbs. Thus these newcomers in the stock not only prove of value in and of themselves, but make everything else handled just that much more desirable an item of merchandise.

The ideal addition to the stock of any particular store may not be the ideal for some other store in a different location, with a different class of trade. But it goes without saying that the dealer who is on the lookout for merchandise which suits the needs of his customers, and is in line with the demands of his trade, will be able to use it to good advantage in broadening his sales opportunities and meeting one of the problems of the war.

Help Scarce for Tobacco Industry

Washington, D. C.

THE most important question now confronting the retail tobacco dealers of the country, according to advices received here, is that of securing help. The draft of last fall, the big wages to be made in manufacturing plants, especially those turning out munitions, and the approach of the second draft, are making it impossible to get young men to work behind the counter, and it is very difficult to get girls to take their place.

There seems to be a general disinclination among the girls to take positions in cigar stores. The fact that the customers are all men, that the work is confining, and that the store usually is small and sometimes uncomfortable to work in all seem to be factors that turn girls away from this work to seek other and more pleasant positions. Then, too, usually, the pay is lower than they can get elsewhere, which counts heavily against the cigar store.

This, however, is not the only side of the question. It is a triangle, and the other sides are those of the dealer and the customer, respectively. Most dealers prefer to have men behind their counters. For one thing, they know more about the goods they sell than do women, having learned from personal experiences. They are better acquainted with the different grades of tobacco and, when a customer is in doubt, can advise him so as to sell him what he most prefers. Men can meet the store's customers on their own ground; tobacco, sports, politics—anything that men are interested in—can be discussed with the man behind the counter. Through this faculty of getting on a basis of friendship, men can make trade for the store, while the only way to increase business with women clerks would be by having "good-lookers," a method which has more disadvantages for the store, finally, than good points.

The third angle of the question, and most important of all to the dealer, is that of the customer. Most regular men prefer men to wait upon them, especially when it comes to smokes. A customer dealing with a man knows that the clerk can advise him wisely regarding his choice of tobacco; that the clerk can talk to him for a minute or two, while he "lights up," on politics, sports or tobacco, or anything else. In fact, the characteristics that appeal to the customer are those which make the man the best clerk and which prohibit women from making successful salespersons.

Many men will not buy tobacco from a woman if there is a store anywhere in the neighborhood with men clerks. In fact, most of them won't buy anything of a personal nature from a woman if they can help themselves. This, in itself, is the biggest drawback to the hiring of women for this work.

The tobacco men are in a bad position. The young men, who, they claim, make the quickest and cleverest salesmen, are not to be secured. Women are not the most successful of clerks. The situation rests, then, upon their ability to get older men, men beyond the draft age whose lack of physical ability prevents them from taking up the better paying but more strenuous vocations. These men make good clerks in all respects, except perhaps that they cannot handle a rush of customers as readily as younger men. This, of course, does not apply to men just over the draft age, for they can find many positions where their age is their greatest recommendation, but to men of fifty or thereabouts.

As a matter of fact, according to one dealer, the man who can get hold of enough clerks of that age is lucky. They are steady, dependable men, and often can build up a trade where a younger man cannot. But, like everything else these war days, they are hard to get, for there seems to be more stores than men available.

Manufacturers May Deduct Advertising Expenses

Washington, D. C.

ALL money spent for advertising by business men and concerns may be claimed as a deduction in making returns under the provisions of the excess profits tax, according to officials of the Bureau of Internal Revenue, who point out that advertising has been considered a legitimate expense in all tax legislation enacted by Congress.

The question of whether advertising could be deducted has been brought up several times, many persons being under the impression that money spent for that purpose could not be considered as expense in making returns. On the contrary, according to the Bureau, advertising is recognized as a principal item in the cost of doing business, and may be claimed the same as rent, salaries, traveling expenses, etc.

A loss of many thousands of dollars would be settled upon business men were it not for this interpretation, as many firms—national advertisers—spend immense sums of money annually in bringing their wares before the public.

The Commissioner of Internal Revenue has also ruled that indemnity or surety bonds given by trustees in bankruptcy for the purpose of qualifying as such are bonds required in legal proceedings and, therefore, are exempt from taxation under Schedule A of the war revenue act.

Collecting Insurance Money on a Burned Stock

By Elton J. Buckley

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Mr. Buckley's legal articles will constitute a regular feature of THE TOBACCO WORLD. Subscribers may address any of their legal problems to THE TOBACCO WORLD, and Mr. Buckley will endeavor to answer them to the best of his ability. This service is extended to the subscribers of THE TOBACCO WORLD free of charge.

ANY reader hereof who carries stock and fixtures, and has insurance on them, should be interested in the following:

Detroit, Mich.

We do a large retail business at the above address, and carry a stock of about $8000. We have fixtures of about $3500, and carry insurance on stock and fixtures of $10,000. About eleven weeks ago we had a fire which destroyed about half our stock and damaged considerable of our fixtures. We complied with the terms of our policy regarding notifying of the insurance company, and they sent a man down, but he is a very hard man to deal with, and he was so slow that we told the insurance company that our best season was coming on and nothing was being done to let us get back to business. The company made two offers of settlement, which were lower than we thought right, and we did not accept them. Then the company asked us to refer the matter to arbitration, and we agreed but did not get anywhere because the arbitrators could not agree on our loss. Meanwhile we were compelled to stand still because of the clause in the policy by which the company has the option to take the goods over at the appraised price or replace them. Finally we became wrothy and told the insurance company if they did not do something by a certain time we should clean the stock up and work it out by fire sale. They did not do that and we held the fire sale. Now the company refuse to pay because they say we should have given them time to take the goods over at the appraised value or replace them. We can't afford to lose $5000 and wish to know, did we do right in holding the sale?

Yours,

B. A. & McC.

Enclosed with this letter this correspondent sends a typewritten copy of the paragraphs of his policy under which this question arises. These provisions will be found in practically every modern insurance policy on stocks of merchandise and fixtures used anywhere in the United States. I reproduce them here:

> The loss or damage shall be ascertained or estimated by the insured and this company, or if they differ, then by appraisers, as hereinafter provided. * * * It will be optional, however, with this company to take all or any part of the articles at such ascertained or appraised value and also to repair, rebuild or replace the property lost or damaged with other or like kind or quality within a reasonable time on giving notice within thirty days after the receipt of the proof herein required of its intention so to do. * * * This entire policy shall be void in case of any fraud or false swearing by the insured touching any matter relating to this insurance or the subject thereof, whether before or after a loss.
>
> In the event as to a disagreement as to the amount of loss, the same shall be ascertained by two competent and disinterested appraisers, the insured and this company each selecting one, and the two so chosen shall first select a competent and disinterested umpire. The appraisers, together, shall then estimate and appraise the loss, * * * and failing to agree, shall submit their differences to an umpire.

Quite a number of cases like this Detroit case have arisen, I see by the case books. The insurance company would dilly dally with its settlement of a fire involving a loss on the stock and fixtures of a going business, and the owner, whose business was often completely suspended, reached the limit of endurance and stepped in and put things in shape. Then the company would say, just as the company has in the Detroit case, "we won't pay you one cent, for you violated the terms of your policy."

The courts do not support this attitude in many cases. The cases show that they are quick to punish any insurance company which uses the complicated provisions of its policy to impose on its customers.

Doubtless the company will take the same position as to the failure of the arbitration that other companies have taken before, viz., that if one attempt to arbitrate failed, another should have been made, and so on, until one was successful. While the business of the insured customer, of course, went more and more to the bow wows. As to that contention, one well known and leading case says:

> That where the arbitrators, or a majority of them, fail to agree upon an award, the plaintiff (unless he is shown to have acted in bad faith in selecting his arbitrator) is not compelled to submit to another arbitration and another delay, but may forthwith bring his action in the courts.

So that the insured merchant who makes a sincere effort to arbitrate the amount of his loss, which effort fails, is not obliged to do anything more along that line.

As to the contention that the insured should have given the company more opportunity to take the goods

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The CAPITAL OF THE UNITED STATES IS MISSOURI

by Harry A. Earnshaw

RIGHT at this particular minute, the United States doesn't give a damn about *you*.

It sounds like pretty strong language, but it's truth.

There has been a lot of discussion as to what industries, businesses, trades, callings and professions are non-essentials.

If you want to settle the question as to your own business or personal activity, apply this axiom to the problem:

Every business and every man that is not directly or indirectly furthering the prosecution of this war, is non-essential.

The quicker we learn this lesson the quicker and the harder we shall strike Germany. The interests of the whole nation are paramount to the interests of any one class.

Furthermore, it is not enough to show that we are not a hindrance. We must show that we are a help. The Government is from Missouri. The best way to show Uncle Sam is to *do something*.

And by the way, U. S. A. stands for US of America!

We have no room for pussyfoot patriots.

Effective loyalty is positive loyalty. Passive loyalty won't lick Germany. You can't win this war by buying a fifty-dollar Liberty Bond and then sitting down in a rocking-chair and hoping.

We want hoppers, not hopers—men who will get a hop on themselves and go out and do something that will help hammer hell out of the Hohenzollerns.

The population contains too large a percentage of people you have to wind up at the side with a key. Such people are loyal enough, to be sure. They say, "What's the matter with you? Ain't I doing my bit? When they came to me I subscribed to the Liberty Loan. When they asked me I gave some money to the Red Cross. I have bought War Saving Stamps for my children. I never eat meat on meatless days, nor wheat or wheatless days. Whenever they play the Star Spangled Banner I stand up. What more do you want?"

What more! Good God, do such people realize what *this* war means? Do they realize after paying all the taxes and buying all the Bonds and denying ourselves every luxury and doing all the other things we are asked to do, that we will still have to multiply our sacrifices by a thousand before we even approach the price paid by the people of Belgium and France!

Every man who isn't taking this war home to himself, and making it a part of his life, is a non-essential. Every man who does not make the cause of his Country the subconscious thought back of every action of his daily life, is not living up to the possibilities of his citizenship. He is not doing his part in the glorious work for the liberation of humanity from despotism.

The shouting must stop, and the shooting begin. We can afford to leave off singing the Star Spangled Banner long enough to go out and *work* to keep that holy and sacred flag from defilement in the dirty paws of the German Kaiser, the paws that are dripping with the blood of murdered millions.

Courtesy "Ginger" Magazine

"THE END OF A PERFECT DAY"

Drawn by Arthur G. McCoy

After about the first year of the war little cards began making their appearance in stores and offices throughout the country. The cards read:

"DON'T TALK WAR—TALK BUSINESS!"

Probably a good many Americans helped to nationalize that slogan without realizing that they were being made the instruments of the elaborate system for propaganda which Germany maintained and still maintains in this country. Little wonder that Germany wanted to keep our minds off the war. She knew that when she declared war on Russia, France, Belgium and Great Britain, she was virtually making war on us, because those countries took up arms in defense of the very principles upon which our nation is founded. Germany blundered and bungled the thing, of course, as she has blundered and bungled in everything she has undertaken where an understanding of the psychology of other peoples has been necessary for success. She sank our boats, insulted our citizens, betrayed our hospitality, threw every consideration of decency and humanity to the four winds as she had thrown the scraps of her broken treaties, and it needed more than a little card reading "Don't Talk War—Talk Business!" to keep a nation of real redblooded men from participation in defense of all that is precious and worthwhile in our national ideals.

Today you can't talk business without talking war. War *is* our business, and it must continue to be our business, until the Stars and Stripes and the flags of our brave Allies float over Potsdam Palace, and the corpse of the Kaiser is swinging from the gallows that will be built by the people he has so basely betrayed.

There is just one thing to do with any man who tries to keep you out of this war, and that is to smash him.

Every one of us must get into the war personally. If a man is ablebodied, of acceptable age, and has no dependents, the place for him is with the army or the navy, in whatever branch of the service his ability will find the biggest opportunity.

Theodore Roosevelt, when he was speaking in behalf of recruiting, said: "It will be a whole lot easier for you to explain to your children why you went than why you didn't go."

The bigger the army we send to France, the fewer men we shall lose. The harder we work in support of the men we do send, the quicker Germany will drop to her knees and scream for mercy from the world she sought to enslave.

But we can't all get into the trenches. Some of us will have to stay home and fight. There are mountains of work to be done here, work that is just as essential to the successful prosecution of the war as the serving of the guns. The man who is really in earnest when he says he wants to see the barbarians crushed to earth need only to look about him to find means whereby he can help bring about that result.

"Which will gain for the retail tobacconist the greater confidence and respect of the people at large—moping in a corner over his personal troubles, or by making himself conspicuous by tireless devotion to the common good?"

Just now the retail cigar and tobacco trade is much disturbed. The advent of the six-cent and eleven-cent prices has thrown the dealer for the first time in his life into direct collision with the consumer. For the first time, the dealer is blinking and winking under the fierce white light of public scrutiny. The public is saying, "Show me!"

Every other industry has gone through this unpleasant and embarrassing period. Now it is tobacco's turn. But the tobacco trade is up against a little harder problem than most other trades. First of all, there is the opposition on the part of that small percentage of well-meaning but irrational persons who believe tobacco is a curse to mankind.

"We would probably be better off," says the public generally, "if we had never learned to use tobacco. If anyone else were to come along in these days and propose to fasten upon us some other new habit that was as expensive and that had so little defense from an economic standpoint, we should tell him to jump in the river. We wouldn't let him get to first base. Strictly speaking, your business is a non-essential, but you have got your habit so strongly fixed upon us now that we are going to let you go on, for the time being at least. Of course, we're going to tax you every chance we get. We are going to make tobacco a real luxury. We're going to keep you from selling your goods on Fuel Conservation Days. Whenever there is any doubt as to your being an essential, we will resolve the doubt against you, and not in your favor. We don't say that you are a non-essential, and we don't admit that you are an essential. We're merely thinking your case over. What we've already done to your business is only a marker to what we may do. You're on probation. In the meantime, the best thing you can do is to show us. Demonstrate that you're doing your damndest to help us lick Germany, and when your case comes up again you'll have several points in your favor, at any rate."

Put into an axiom, it would read about thus:

Every person and every business must translate himself into terms of usefulness with relation to the war.

After an address I made recently at the convention of the advertising men of Minnesota, at Saint Paul, a young man came to me and introduced himself as the pastor of a church in a good-sized city in Iowa.

"You have put some new thoughts in my head," he said. "I am beginning to see where your idea is applicable to every field of activity, even to the churches. They must justify themselves in a practical way, or even religion cannot hold the interest and support of the people in these times."

This young preacher, a clean, vigorous, athletic fellow only a few years out of college, was honestly troubled about his problems. He asked me if I would not deliver a message to the conference on church advertising, which was meeting at the time in the same

hotel. I consented. In part, this is what I told those ministers and business men:

"My friend here, in asking me to speak to you, told me something of his church problems. He showed me, for instance, where his attendance has remained practically stationary for a year or more. He has tried a number of plans to arouse interest in his church, but the people of his town somehow fail to respond. They aren't irreligious or wicked; they're just not interested.

"Now here is my advice to his church, and to all your churches. You've got to get down to brass tacks and talk the language the people are talking. They're thinking about this war, and you'll have to think about it if you want them to stay with you. You can't get people interested in theology who are planning day and night how to kill Germans. Forget about yourself. Don't care whether your attendance is twenty or two hundred. Organize your congregation and your Sunday school into working units, and make them get out and hustle. Show some speed. Show people that religion is a real, tangible, practical thing, and that you are going to help from start to finish. The war is being fought in the name of all that the church stands for. If you want the ear of the people, talk about the things they can understand. The only thing they can understand right now is that the Devil in human form is raging through the earth, and every man that believes in God and a Hereafter had better get out and get busy or the Devil will get him!"

I quote this much of my talk, because it has just as complete an application to my present audience as to church people.

It is up to the retail tobacco dealers of this country as a body to take off their coats and go to work for Uncle Sam. Nobody who is helping to deliver the goods for the United States is going to be called non-essential.

I would like to see the retail dealers in every city in the country organize at once for war work. Nothing that could be done will be so effective in creating an harmonious trade organization as the melting of all and every factional and sectional difference into this great patriotic duty. The highest reward will come to those who serve best. Service alone is the test of every branch of business.

Men who haven't spoken to each other before in years are to be found all over the land, working side by side for their country. This war has wiped away Jew and Gentile, Catholic and Protestant, North and South. It has almost obliterated political distinctions, almost but not quite, but before the thing is over they too will have disappeared. We must be all one great people, working in true brotherhood for the greatest and most righteous cause that ever engaged the strength of any nation in the history of the world.

What can I do? asks the retail dealer.

My friend, you can do a thousand things. I don't know all the things you can do, and you don't know them until you have tried. The question is, have you tried? Have you started anything on your own account? Have you done any one patriotic work without being asked? Is your brain busy on thoughts of little old me all the time, or are you big enough to forget me and do some constructive thinking for the good of your country.

Let me try to give a single illustration, or perhaps several, showing what I mean. One cigar dealer I know recently wrote the Red Cross that he had been saving tin foil for some time. He suggested that receptacles be provided in each cigar store. The suggestion came to the notice of a coffee manufacturer. Within forty-eight hours Red Cross Headquarters received several hundred cans labeled as in the accompanying cut.

The cans were about five and a half inches in diameter, by seven inches high. The label was pasted on in such a way that the cover was sealed on the can. In the cover was a round hole, the size of a silver dollar. These cans were placed in cigar stores, drug stores, grocery stores, candy stores, bowling alleys, billiard halls, clubs, depots, churches, schools—one can in every schoolroom in the city—railroad yard offices, camera shops, wholesale houses, etc., etc. Even theatres placed them in their lobbies.

The success of the plan has been tremendous. You would not think there was so much tin foil in the whole world! The Red Cross sells the foil at various prices, according to grade, from ten cents a pound to fifty cents a pound, and the money is used to provide comforts for our fighting men. The retail cigar dealers' associations of two other large cities have already started a similar movement. Thousands of dollars will be raised by this plan, and perhaps hundreds of lives will be saved by the materials that will be bought with the money.

In one large city the United Cigar Stores have provided boxes in which coupons may be dropped. The coupons are turned over to the Red Cross, to be redeemed in cash.

One cigar dealer went outside of his own business to put over an idea. He interviewed all the tailor-

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If You Ship or Receive Goods by Express

By Elton J. Buckley

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THE United States Supreme Court has handed down a decision in a case against the Adams Express Company which gives me a timely opportunity to emphasize a thing which shippers of merchandise by express have got to look out for if they want to make full collection if their property goes astray or is damaged en route.

I refer to the matter of stating, at the time of shipment, the full value of the merchandise shipped, and paying a rate based on that value. The express companies are apt to rate everything at $50, because under the iron-clad contract which they make with the shipper, if anything happens to the goods they need only pay $50, even though the damage is many times that.

In the case I refer to, a shipper shipped some valuable stuff by Adams Express, but allowed the express company to set its own value on it. Of course this value was low, as it will always be if it is left to the express companies to fix it. The goods were destroyed en route and the shipper sued for the real value. The company pointed to the express receipt, which he had signed, probably without looking at it, in which he had allowed the company to fix the value at far below the actual value. This attitude meant a loss of several hundred dollars for the shipper. He sued in the lower court, which decided in his favor. The company then carried the case clear to the United States Supreme Court, which reversed the lower decision and decided against him. From the long opinion I reproduce the following:

> The printed form of contract (express receipt) which was declared on and made a part of the complaint contained a caption under a title "Notice to Shippers" directing their attention to the fact that they must value their property to be shipped and that the charges for transportation and the sum of recovery in case of loss would be based upon valuation.
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> * * * * * * * * * *
>
> As from what we have said it follows that the shipper should not have been permitted, after obtaining the lowest possible rate based upon a valuation to which his right of recovery in case of loss was limited, to recover upon the happening of the loss an amount wholly disproportionate and inconsistent with the rate paid contrary to the express terms of the contract, it results that the judgment below must be and it is reversed and the case remanded for further proceedings not inconsistent with this opinion.
>
> And it is so ordered.

In other words, this is the theory on which the express companies work and the theory which is upheld by the Supreme Court: "We make a rate based on the presumption that everything shipped will average no more than $50 in value. We charge a rate based on a $50 value. If merchandise shipped by us is worth more than $50, we must charge a higher rate for it, because the risk is greater—if we lose or damage it, we will have to pay more." Therefore they insert the following clauses in their contract or shipping receipt:

> 2. The rate charged for carrying said property is dependent upon the actual value of the property, which must be specifically stated in writing by the shipper, and applies only upon property of an actual value not exceeding $50 for any shipment of one hundred pounds or less, or not exceeding 50 cents per pound, actual weight, for any shipment in excess of 100 pounds. If the actual value is greater than $50 for any shipment of 100 pounds or less, or exceeds 50 cents per pound, actual weight, for any shipment in excess of 100 pounds, such actual value must be specifically stated in writing by the shipper, and excess charges for such greater value must be paid therefor in accordance with the lawfully published tariffs of the company.
>
> NOTE.—The Company's charges are based upon the character of the property, of which its value is an element, and its value must be declared in writing by the shipper unless its character is otherwise disclosed. When goods are hidden from view by wrapping, boxing or other means and the Company is not notified of the character thereof, the shipper's declaration of value may be made by notation. "not exceeding $50" or " not exceeding $50 or 50 cents per pound, actual weight."

The whole thing is up to the shipper. If he says nothing about the value, it stays in the contract at $50, and $50 is all he can get if his property is lost or damaged. If the company's agent asks him about the value, and as is often done, says, "I'll just put it down as $50," the situation is the same and his damages cannot exceed $50.

Everybody who ships goods by express should declare a value on them which is as near the full value as he can fix, and should pay the rate which goes with that value. On most articles which do not weigh or bulk largely, the rate on the actual value will be greater than that on the $50 value which the company would fix. But the difference would be comparatively slight, and would be cheap insurance against having to collect a mere fraction of the actual damage if anything happened.

The express companies recognize the prevalent desire to get as low a rate as possible, and they know that a lot of short-sighted people in order, as they think, to get a low rate, will be careless about properly valuing their shipments. They utilize that human failing to their own advantage, and through it have

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The Story of the Match

By Philip H. Williams

INCREDIBLE as it may seem, it was not until a time well within the memory of many people living today that matches in anything approaching the form now familiar were offered to the public. Phosphorous, for years the dominating ingredient of the composition for the heads of matches, was first discovered in the eighth century by an Arab, named Bechel. It was dropped from sight and rediscovered in 1669 by Brandt. A Frenchman in 1786 produced chlorate of potash. From this latter date the production of fire was much facilitated, and a few years later John Walker, the Englishman, produced the first friction matches of which there is any certain record.

The improvement in the quality of matches has been as great as the growth of the business. The first matches had little in common with the now usually satisfactory—but sometimes altogether cussed—article as we know it, but were coarse, rough splinters cut from a block of wood by hand and dipped irregularly in a composition that required almost as much time to "light" as was necessary for their manufacture; hence, the average consumer found it just about as quick—and far more certain—to rely upon the long-used predecessor of the match, flint and steel, and with psychology then much the same as it is now, man preferred the positive to the problematical, and every one carried flint, steel and "punk," the latter a substance obtained from trees that ignites from the smallest spark and is quite difficult to extinguish.

About 1850 American ingenuity began contemplating the need of a good match and the reward awaiting its producer, and not satisfied with the old "eight day" sulphur match, tried out myriad experiments, which finally were rewarded with what was named the "parlor match," better known to our generation as the "popping" match. Since this match could be carried in one's pocket, would strike immediately on any surface, and was damaged little through exposure to moisture, it was hailed by the public as an almost perfect match, and quickly supplanted the "eight day sulphur" match almost everywhere. But, notwithstanding the advancement that had been made, two most unsatisfactory factors persistently refused to be eliminated, namely, danger of necrosis (Fossy jaw) to factory employees and fires caused from flying "popping" match heads.

The match industry had grown to enormous proportions, and had attracted to it some of the keenest minds, not only in America, but throughout the civilized world. Europe solved both the "popping" and the "Fossy jaw" problems by limiting manufacture to "Strike on the box" matches, but the American spirit, too energetic to lose time in finding a box each time a match must be "lighted," demanded—and got—a nonpoisonous match that would strike anywhere.

This nonpoisonous feature, however, has only been accomplished within the last four or five years. It happened that the Diamond Match Company, one of those soulless corporations which constitute a widow's curse of inspiration for professional demagogic exuberance, enjoyed a monopoly in the production of nonpoisonous matches. It controlled the patents in the United States of the sesqui-sulphide process employed in Europe. At the suggestion of the President, this company, in the interest of humanity, surrendered its patents to the United States, the deed by which the door was thus thrown wide open to all competitors being filed in January, 1911. On July 1, 1913, a bill adopted by Congress making the manufacture of white phosphorous matches commercially impossible by virtue of prohibitive taxation went into effect, and since then the poisonous match has gradually vanished. Thus the principal count of the indictment in the charge of criminality was voided.

As in steam, electricity, steel and so many other inventions and industries, to Americans is also due the chief credit for the advancement in the manufacture of matches, with its relative value to the human race, and in all our history of American industries and "big business" nothing is more interesting than that of the match, briefly as follows:

About 1850 Daly, of Philadelphia; Swift & Courtney, of New York; Eichelle, of St. Louis; Gates, Richardson, Barber and several others were endeavoring to solve the match problem, and each was making a so-called match with a sulphur head. About this time Ohio C. Barber elected to honor the State whose name he bears "by making his advent" on a farm near the site of the city Barberton, later founded by him. During their spare time in the winter months young Barber, his brother and his father made matches by hand. When springtime had melted winter's snows and made roads passable young Barber went forth with two horses and a light wagon and sold the "factory's annual output of matches" to farmers, stores, etc. The country was sparsely settled, hence this pioneer of the now world-renowned American product, "the traveling salesman," and in this particular case the embryonic original organizer and builder of "big business," frequently found himself 500 or 600 miles from home when the last of his matches were sold. He then disposed of his wagon and one horse, and on horseback proceeded home to help his father and brother cultivate and harvest the crop that had been planted during his absence.

Forty years ago Mr. Barber combined sixteen American "match manufacturers" and organized the Diamond Match Company of Illinois (capital now $18,000,000), with factories at Barberton, Ohio; Portland, Maine; Oswego, N. Y.; Detroit, Mich.; Oshkosh, Wis., and Chico, Cal., which we believe for many years manufactured every match made in America. At the same time he entered the European field, and with his remarkable ability he organized and established the Diamond Match Company of Switzerland (capital $3,000,000); the Diamond Match Company of Rheinau, Germany (capital $6,500,000); the Diamond Match Company of Liverpool, and secured control of Bryant & May, Limited, of London (capital $10,500,000). The Diamond Rubber Company, General Fire Extinguisher

(Continued on Page 20)

You Too Should Be "Sore!"

THE only "fly in the ointment" of this Cigar Manufacturer's satisfaction is that he did not have the Universal Stripping and Booking Machine sooner.

300 Commercial St.,
Atchison, Kansas, Sept. 11, 1917

Universal Tobacco Machine Co.,
Gentlemen—

Ship us on October 15th, another Universal Stripping Machine, same as the one just received.

The machine we are now operating certainly does the work and **the only thing we are sore about is that we did not have it a couple of years ago.**

Yours truly,
T. E. SNOWDEN & CO.

Read His Own Words

Now Read This Forelady's Endorsement of the Universal!

Cincinnati, O., Aug. 17th, 1917.

Universal Tobacco Machine Co.

I thought I would drop you a few lines in regard to your machine. I was speaking to Mr._____about the Universal Stripping and Booking Machine and he spoke as though he would like to know a little more about it.

Being a Forelady to Messrs._____you know that I understand the SAVING THE "UNIVERSAL" IS TO A FIRM; so I thought if you would write a few lines you might make a sale. His address is_____.

Respectfully,
Mrs. R_____.

Prove out the efficiency of the "UNIVERSAL" to your own satisfaction. Get a demonstration in your own factory with your own tobacco and under your own supervision.

Catalog and Prices on Request

UNIVERSAL TOBACCO MACHINE CO.

Factory: 98 to 104 Murray St., Newark, N. J. **79 Fifth Avenue, New York**

Insuring the Life of a Partner or Executive

By Ralph H. Butz

Copyright 1917, by Ralph H. Butz

THERE are many instances where firms and corporations find it very desirable to insure the lives of one or more of the partners or executive officers. This is especially true when an executive is of extraordinary value because of his knowledge or special ability, and without the services of whom the firm might be seriously handicapped and would not enjoy as great a measure of prosperity.

The insurance of partners and executives is a sound business policy and is in the form of business insurance. This class of insurance is steadily gaining in favor as business men are beginning to realize how favorable it is to their interests. It is safe to state that the greater number of our large corporations are protecting their interests by having insurance in substantial amounts on the lives of their executives.

The experience of Elbert Hubbard will serve to illustrate how the leading business men and financiers view this question. During a prolonged period of business depression Mr. Hubbard thought it might be necessary to obtain a loan in order to continue the work at the Roycroft shops. The bankers whom he approached were willing to grant a loan of $100,000 on the Roycroft establishment, providing Mr. Hubbard would give as further security an insurance policy for $100,000 on his life.

Why life insurance to secure a loan for which ample security in the form of real estate was available? Because the bankers knew that as long as Mr. Hubbard was there to direct the work of the Roycrofters the continued success of the organization was practically assured and the loan was safe. But there was no guarantee that Mr. Hubbard would remain. There was a possibility that he might not always be there, and in such an event there was a doubt in the minds of the bankers whether there was another man capable of directing this organization as successfully.

It is a significant fact that when the insurance is made payable to the partners individually the creditors of the firm have no claim upon the proceeds, nor can the insured dispose of them in any other manner than is stated in the policy, either by will or otherwise.

In order to obtain insurance on the life of a person there must be an insurable interest. A person can not have the life of another insured in whom he has no interest. A creditor has an interest in the life of his debtor and therefore may have his life insured. Insurable interest also covers the lives of partners and of men who are associated in business. A corporation has an insurable interest in the lives of its executives and officers. In other words, if through the death of a person another will suffer pecuniary loss or disadvantage, then he has an insurable interest in that person. It is not necessary that this insurable interest continue during the life of the policy, but it must exist at the inception of the policy.

When a firm insures the life of a partner or executive officer, the question usually arises: "How shall this insurance be treated on the books of the firm?"

In order to illustrate this we will assume that Jones and Wilson insure the life of Wilson for $20,000. The form of insurance is a twenty-five year endowment policy, and the annual premium is $1200. The actual cost of carrying this insurance is the difference between the premiums and the cash surrender value of the policy, for the cash surrender value is an asset because it is collectible at any time when the policy is surrendered by Jones and Wilson. For instance, at the end of five years Jones and Wilson will have paid in premiums $6000. Assuming that the cash surrender value of the policy at that time is $4500, then the actual cost of carrying this insurance during the five year period is only $1500, or $300 for each year. Of course, during each succeeding year the expense grows less, for the cash surrender value of the policy grows proportionately greater.

Since there is no cash surrender value of the policy at the end of the first year, the first annual premium may be considered as a total expense. When the premium is paid the amount is charged to an account known as Life Insurance Premiums. Then each month, in order to take up this unexpired insurance premium as soon as it does expire, an entry is made in the journal. This entry may be as follows:

Dr. Life Insurance $100.00
Cr. Life Insurance Premiums $100.00

Thus, when the twelve monthly entries have been made as shown above, this account will be closed.

When the premium for the second year is paid the same process is repeated, and the monthly entries are made in the same manner. But at the end of the second year we find that the policy has a cash surrender value of $900.00. This amount is an asset and is placed on the ledger as such. Therefore, during the last month of the second year a journal entry should be made in the order shown:

Dr. Life Insurance Policy .. $900.00
Cr. Life Insurance $900.00

Life Insurance Policy account records the cash surrender value of the policy, and at the end of each year an entry should be made to add the annual increase in value of the policy. By crediting the expense account, Life Insurance, as shown in the above entry, the expense of carrying the policy during the second year has been reduced to $300.

When annual dividends are declared these may be used to reduce the amount of the premium, and to that extent reduce the expense of the insurance. An annual dividend of $120 would reduce the annual premium to $1080, thereby reducing the monthly charge to insurance by $10.

When the person whose life is insured dies before the policy matures, then the face value of the policy will be collected. Cash is charged with the amount received; Life Insurance Policy account is closed by crediting to it the amount shown on the debit side as an asset, and the balance of the proceeds is credited to the surplus account.

Good Judgment Dictated 6c on TOM KEENE

Why 6¢—

It is a fact that cigar makers' wages are now the highest ever paid in the industry, enabling them to meet the high cost of living.

. . . . . .

It is a fact that tobacco, boxes, labels, freights, etc., have all advanced so that they have materially increased cigar costs.

. . . . . .

It is a fact that Uncle Sam has taxed tobacco $60,000,000. for war purposes in addition to the revenue taxes which still remain in force, and we all contribute our share—cheerfully.

. . . . . .

It is a fact that these advances in the cost of producing the Tom Keene Cigar must be met to maintain quality.

Branded—to protect you.

TOM KEENE

The Cigar made with good Judgment

Uncle Sam promises prompt delivery to his boys. It's good judgment to send them Tom Keenes.

DISTRIBUTOR'S NAME

This is the Opening Gun in the 1918 TOM KEENE campaign. First shot to be fired in over 50 of the leading Daily newspapers in the United States. Other forms of advertising will be used to supplement this campaign. The dealers who display TOM KEENE prominently in their showcases will secure their share of the increased demand caused by this advertising.

Excellent Suggestions Made to Shippers

Washington, D. C.

A NUMBER of excellent suggestions to shippers are contained in a pamphlet which has been issued by the freight claim agent of one of the large railroads. The booklet is addressed to the road's shippers, whose co-operation is asked in reducing loss and damage of shipments. "Your co-operation toward prevention of loss and damage to your shipments, and the handling of claims therefor, is more essential to-day than ever before," they are told.

The following are some of the suggestions made, which if carried out by shippers will help materially all concerned:

Pack all shipments in good, strong containers.

Fiberboard, pulpboard or double-faced corrugated strawboard boxes should be of required strength for intended use.

Avoid use of second-hand packages but, if used, all old marks should be erased.

Bad containers mean loss and damage—loss of trade—dissatisfaction—waste. Do not use them.

In marking packages always show the following information:

Full name of consignee.

Destination and State in full. (Do not use abbreviations.)

Name of county when there are two towns of same name in State.

Initials of destination road if a certain delivery is desired.

Name and address of shipper, and name and address of consignee, on inside of package to be used if outside marks are destroyed.

Use marking pot and brush in marking bags, bales and other packages with uneven surfaces. Stencils are unreliable.

Keep away from paper tags.

Bad marking is a prolific cause of loss.

The following is important in shipping orders and bills of lading:

Shipping order, part of shipping instructions given to the carrier, should be the first or top sheet and bear original writing.

Write plainly, preferably with typewriter.

See that shipping instructions agree with marking on packages.

Deliver freight to station early in day or as required by local conditions. Give the agent a fair show to properly and promptly handle it.

Do not split shipments, but deliver complete. Hold back on small individual packages as much as possible, so as to accumulate sufficient to place in box or other suitable container.

Give plenty of time for shipments to reach destination before filing claims for shortages or non-deliveries. Present abnormal conditions and embargoes make delays inevitable.

Thirty days for shipments to points on our lines and sixty days for shipments beyond our lines are not excessive to allow under present-day conditions before filing such claims.

Give us at least sixty days to investigate and dispose of claims before tracing them. Frequent changes and shortages in clerical help due to war conditions have made it impossible to handle claims as promptly as ordinarily can be done and claims themselves have materially increased. Too frequent and too close tracing adds to our burdens and cannot improve the situation.

Do not trace a shipment until it has had ample time to reach its destination. Keep in mind the many conditions to-day that make for delay in handling the traffic.

If You Ship or Receive Goods by Express

(*Continued from Page 13*)

saved hundreds of thousands of dollars in damages. Not long ago a client of my own came to me with a claim against the express company. He had shipped some valuable diamonds worth about $800 without placing any value on them at all. They were lost and when he demanded to be paid in full, the company showed him his signature on a shipping contract containing the above provisos.

"How shall I get around it?" he asked me.

After getting into it I was obliged to advise him that he could not get around it. He knew by experience that the company had a different rate for different valuations, and that it was its practice to value everything at $50 or under. He said his reason for not declaring the proper value was that *"the company would sting him on the rate."*

Many persons—even hard-headed business men—have the same peculiar view, figuring that the chance that anything will happen to their shipment is very remote, and that money spent on the higher rate would therefore be wasted.

Very frequently a retail dealer, wishing to have goods shipped by express instead of by freight, will instruct the jobber or the manufacturer from whom he is buying to ship by express, without giving specific instructions that the full value should be stated and the full rate paid. In one case a jobber's shipping clerk, seeking to favor the firm's customer by getting the lowest rate he could, allowed the value of a $300 shipment to go in as $50. The goods were lost, and all the consignee got was $50, for the court held that the jobber acted as his agent in what he did.

Stop! Look! Listen!

This is the psychological moment for you to begin to use domestic wrappers. The condition of the imported wrapper market is dangerous. If you don't look out you will work another year for nothing, or perhaps at a loss.

$1.85 per pound duty; labor higher than ever; fillers and binders higher than ever; and imported wrappers dangerously high; these facts spell---NO PROFIT FOR YOU---unless you use

Connecticut Shade Grown or Georgia and Florida Wrappers

American Sumatra Tobacco Company

142 Water Street, New York

The Third Liberty Loan

THE third Liberty Loan will undoubtedly exceed in amount not only its two predecessors in this country, but any single war loan or any other loan ever offered in the history of the world. The probable date of offering will be March 1st.

No loan of such proportions can be successfully absorbed unless the entire nation responds. The number of subscribers to the last loan has been estimated at 10,000,000. Proportionally for the new loan it must exceed 15,000,000, or contain one in six at least of all the men, women and children in the country.

Labor and materials are the only things that can be of any value in the support of our fighting machine. We cannot increase the present supply of these things with the thought that we might have used more of them than we did a year ago. The only food or clothing or fuel or munitions of interest to our soldiers and sailors is that which is available today. Past savings of these things have all been absorbed.

The war must be waged entirely on present savings. Hence the imperative necessity of thrift, not only on the part of those who have never before put aside anything but also on the part of those who normally would be spending the income from past savings.

It is every citizen's double duty to produce more and consume less, not only that he may have greater individual savings with which to invest in the Government's securities, but also that he may help to increase the aggregate of labor and materials(the war surplus) which the Government may purchase with the proceeds of these securities.

To inspire the average citizen with zeal for his two-fold effort, to justify to his mind his unaccustomed sacrifices for the common good, it is highly necessary always that his realization of the issues involved in the war be strengthened and that on the one hand he should visualize more perfectly the power, ambition, cruelty and arrogance of the enemy, and on the other the vastness of his country's needs, its tremendous preparations and the heroism and self-sacrifice of its defenders.

The lesson of thrift is not easily forgotten individually or nationally. As an incidental result of the war the bondbuyers of the country will have expanded from a small minority of its inhabitants to a majority of its adult population. We shall have become familiar with safe investment and have learned the language and practice of thrift. And for the first time we shall practically all of us have had a direct stake in the conduct of the Federal Government, with an incalculable effect on the progress of good and economical government in the future. Individually we may be transformed in great part from a nation of spenders and borrowers into one of savers and lenders.—*American Industries.*

A DIPLOMAT

"The man who gives in when he is wrong," said the orator, "is a wise man, but he who gives in when he is right is——"

"Married!" said a meek voice in the crowd.—*Milestones.*

The Story of the Match

(Continued from Page 14)

Company, Great Western Cereal Company and certain other like domestic concerns and most of the foreign match industry also pay excellent tribute to the caliber of the man.

Thus we see from the insignificant beginning of only forty years ago, the match industry has grown to where the Diamond Match Company is today producing nonpoisonous, strike-anywhere matches for American consumption at the rate of over 1,000,000,000 matches per day, and in England Bryant & May, Limited, of which the Diamond Match Company many years ago gained control, have an annual capacity which exceeds 90,000,000,000 of wood matches and upwards of 100,000 miles of wax vestas and tapers—enough wax matches, to say nothing of wood matches, to reach around the earth four times.

FOR THE CLERKS

Here are a few spicy paragraphs from the "Clerk's Book," by Frank Farrington:

Every clerk in the store is a link in the chain that holds the store's business. A chain is no stronger than its weakest link.

The goods in the store are no more your property than they would be if you were a customer instead of a clerk.

When you see customers passing you by and taking the trouble to get another clerk to wait on them, just take the trouble to find out how the other fellow does it.

If you discover that customers don't like to have you wait on them, make up your mind that the days of your stay in that place are numbered.

Don't tell tales out of school. The boss probably has his own reasons for not wanting the public informed that business is not up to what it was last year.

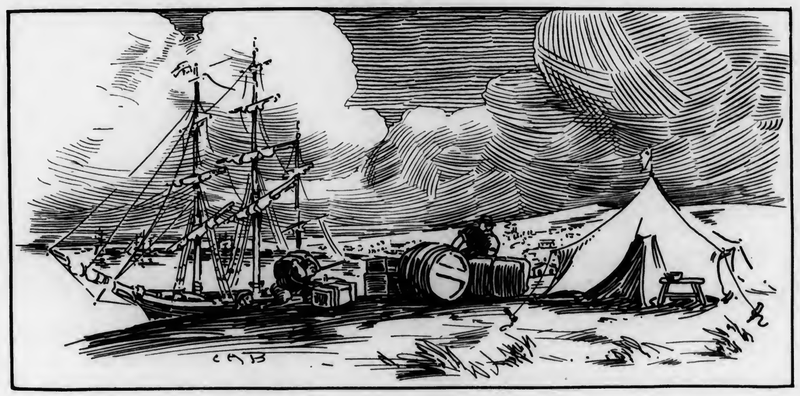
There are no snaps in the business world. Any time that you have spent looking for one is so much wasted out of available limited supply for making success.

If you want to become a trusted employee, one whom the boss will depend on, you will have to do more than avoid evil; you will have to avoid the appearance of evil.

Don't hang around the front door, a living sign of your idleness and a standing invitation to your friends to stop in and loaf a while.

You know how you feel when you go into a store and no one pays any attention to you. You think a long time before you go there again. Do you try to make people feel at home as soon as they come in?

You want to get to own a store of your own and yet you kick on working five minutes overtime. Do you know of any successful merchant who doesn't work more overtime than you ever dreamed?



Unloading Cargo at San Francisco in 1850

In 1849, Captain Charles Allen Thacher of the ship Pleiadies sailed from San Francisco across the Pacific to Manila to obtain a cargo of supplies. He returned in 1850 with provisions and luxuries, among them Manila cigars. The voyage netted him a fortune.

Full cargoes of Manila cigars are now bringing fortunes to importers and dealers in the United States.

ARE YOU GETTING YOURS?

Boost Manila Business
There is Money in It

Complete list of Manila manufacturers and importers on application

Manila Ad Agency - 546 West 124th St., N. Y.

The Capital of the United States is Missouri

(*Continued from Page 12*)

shops in his vicinity, and gathered up their out-of-date samples and swatches. From every traveling salesman he knew he levied a contribution of samples. All the cloth thus gathered he placed in his window, alongside of some comforters, slippers, baby clothes, and other articles which had been made from similar samples by the Salvage Department of the Red Cross. He had a sign made reading as follows:

WHAT YOU MIGHT THROW AWAY WILL SAVE A HUMAN LIFE

Help the Red Cross. This Is Headquarters for Salesmen's Samples and Tailors' Swatches. Bring Them In

From one tailor-shop this dealer secured eight hundred large woolen samples. You ought to see the clothing the loyal women of the Red Cross are making out of just such hitherto wasted materials!

These are merely suggestions or illustrations. Perhaps the best instance I have heard of to show what men may do who are not too proud but too old to fight, is the case of the men of the Board of Trade of Duluth, Minnesota. They have been making surgical dressings. Can you imagine a bunch of grain dealers cutting and sewing gauze? Pretty awkward bunch, you will say. Well, that awkward bunch has turned out for the past six months an average of over two thousand five hundred surgical dressings *each day!* Every single dressing has to be perfect, before it will pass the inspection of the Red Cross Medical Inspection Department. On a recent occasion this same bunch of men, some of them worth three or four millions of dollars, turned out over nine thousand perfect surgical dressings in a single afternoon!

These men are translating themselves into terms of usefulness with relation to the war. Is it conceivable that anybody would attempt to legislate these grain dealers out of business in this particular town?

The few instances I have cited are only the merest suggestion. There is work to be done along a thousand different lines. The retail dealers will work out plenty of things to do, once their minds are focused on the subject.

Which will gain for the retail tobacconist the greater confidence and respect of the people at large—moping in a corner over his personal troubles, or making himself conspicuous by tireless devotion to the common good?

In what better way could the tobacco trade gain the goodwill of the great mass of the people than to become identified as one of the most loyal, aggressive and resourceful body of workers in the country? I believe it is in the power of the retail tobacco merchants to get together and put over for Uncle Sam some of the biggest things that have yet been accomplished in this war. The industry has enough brains in it. What we want to do is to switch the thinking apparatus off from self, self, self, and get it started on constructive work for the great Cause.

Some men will say, "I am just as loyal as anybody, but I have my own business to look after. I'd like to do something, but I don't dare neglect my own affairs."

To such a man, who is undoubtedly perfectly sincere, I want to say, first: you don't know all the things you can find time to do until you try.

Second, it is right that you should love your business, and give it your attention. But what will your business be worth *if Germany should win this War!*

If that thing should happen, we would not only have no cigar stores, we would have no country.

Every man should conduct himself in these days so that when peace does come through victory, he can conscientiously say:

"I helped!"

Every business man should remember that he is a citizen first, and a business man second. He should hang a card up before his mind that reads like this:

The precious things we and all humanity will win with this war, will endure long ages after the price we pay has been forgotten.

The White House is at Washington, but the real capital of the United States is Missouri. Uncle Sam says to the cigar dealer, just as he says to every other merchant in every other business:

"You've got to show me! You're going to be allowed to live and participate in the blessings of Peace, provided the current of your activities is in the general direction of our main purpose. That main purpose is the utter and complete defeat of Germany, and the overthrow of all her hellish plans for the domination of the world!"

Until that supreme object has been accomplished, every man who is not helping will have a hard time to show Uncle Sam that he is not non-essential.

Dependable Cigars are *NOW* 6c and 7c

WHITE OWL Invincible shape 7c

OWL Square end 6c

Banded and Branded for your protection

Dependable Cigars

— — what should they cost?

Last year your lucky brothers enjoyed over 100,000,000 OWL and WHITE OWL Cigars. They paid 5c for OWL, Londres shape and for the Invincible WHITE OWL 6c.

To get really dependable cigars these experienced smokers gladly pay, today, 6c for the OWL. For WHITE OWL—7c. Aware as they are, of 1918 costs in cigar making they know that we could not continue to uphold OWL and WHITE OWL dependability and charge less.

For we constantly maintain for these two cigars a great store of aging leaf. And never does a bit of this leaf go into OWL and WHITE OWL until experts in curing say, "Now *this* lot has reached the very peak of mellow fragrance."

Such curing takes, on the average, 18 months. And it requires, friends, an investment of never less than $1,000,000 in idle leaf. And at some seasons almost $2,000,000.

OWL 6¢

white OWL 7¢

DEALERS: If your distributor does not sell these dependable Cigars, write us.

GENERAL CIGAR CO., INC., 119 WEST 40TH ST., NEW YORK CITY

THE MILLION DOLLAR CIGARS

7

The above is a reproduction of the first of a series of OWL and WHITE OWL advertisements which will appear in an early issue of the Saturday Evening Post. OWL and WHITE OWL will also be advertised in nearly 50 of the leading Sunday newspapers.

Dealers: **It will pay you to display these brands in your showcases.**

Three-For-Ten Cigar Ruling Amended

Washington, D. C.

THE Commissioner of Internal Revenue has amended the regulations in regard to the rate of tax to be paid under the war revenue law on cigars which retail three for ten cents. Section 400 of that act provided for the following tax upon such cigars:

"That upon cigars . . . which shall be manufactured and sold, or removed for consumption or sale, there shall be levied and collected, in addition to the taxes now imposed by existing law, the following taxes, to be paid by the manufacturer or importer thereof; . . . (b) on cigars made of tobacco, or any substitute therefor, and weighing more than three pounds per thousand, if manufactured or imported to retail at four cents or more each, and not more than seven cents each, $1 per thousand; . . . Provided, that the word 'retail' as used in this section shall mean the ordinary retail price of a single cigar, . . ."

It was originally held that the ordinary retail price of a single cigar is held to be the price at which cigars are or would be sold singly. Where cigars are manufactured or imported to retail at two or three for a certain price, the rate of tax payment is determined upon the retail price at which such cigars would be sold singly. The rate, therefore, on cigars sold at three for ten cents would be $4 per thousand.

It was contended by the tobacco men that many cigars that are sold three for ten cents or ten for thirty-five cents are practically never sold singly and that to tax them at the rate of $4 would be unjust, for the price received worked out as three and one-half cents instead of four cents each. The Commissioner was convinced that this point of view was accurate, and has accordingly modified his former decision so that, where cigars are sold three for ten cents or ten for thirty-five cents, the rate of tax will be $3 per thousand instead of $4, provided that the cigars are wrapped or packed in lots of three or ten, as the case may be, and are sold only in unbroken packages. The text of the decision is as follows:

"The ordinary retail price of a single cigar is held to be the actual retail price in all cases at which cigars are sold singly. The ordinary retail price of a single cigar in the case of cigars which are manufactured or imported to retail at the rate of three for ten cents or ten for thirty-five cents, and which are practically never sold in any other manner, will be determined, and the proper rate of tax paid as follows: If the cigars packed in a statutory box are sub-divided into parcels and each parcel is enclosed by band or other wrapper, and if the only actual retail price is for the parcel or lot, the nearest approach to the actual price of a single cigar is the price of the parcel or lot divided by the number of cigars therein. For example, the rate of tax on cigars which are sold at retail only at the rate of three for ten cents or ten for thirty-five cents and which are not sold singly, is $3 per thousand.

"If the cigars contained in a statutory package are not subdivided into parcels but are sold at two, three, or more at a certain price, it may be assumed that they are also sold at retail singly, and the price of a single cigar may be determined by dividing the price of the lot by the number of cigars therein, and adding such fraction of a cent as will make a price in integral cents. For example, cigars manufactured to retail at three for ten cents and which are not enclosed by band or other wrapper, will be assumed to retail singly at four cents and shall be tax-paid as cigars of Class B at the rate of $4 per thousand."

Stocks of Leaf on Hand Show Heavy Increase

AN increase of approximately 100,000,000 pounds of leaf tobacco in the stock on hand January 1, 1918, as compared with that on hand January 1, 1917, is shown by statistics that have been compiled by the United States Bureau of the Census. The stock on hand January 1, 1918, was 1,176,234,657 pounds, compared with 1,044,885,573 pounds on January 1, 1917; 1,406,133,573 pounds on April 1, 1917, and 1,154,045,034 pounds on October 1, 1917.

Leaf tobacco on hand January 1, 1918, included 779,292,224 pounds for which the "marked weight" (the weight at the time it was packed or baled) was reported, and 396,942,433 pounds for which the "actual weight" was reported. The corresponding amounts included for January 1, 1917, were 632,550,784 and 412,334,324 pounds, respectively; for April 1, 1917, 892,415,653 and 513,717,920 pounds, respectively; and for October 1, 1917, 784,864,154 and 405,191,880 pounds, respectively. Allowance should be made for shrinkage on the amounts for which "marked weight" was reported, in order to ascertain the actual weight. The total for January 1, 1918, includes 1,036,436,656 pounds of unstemmed and 139,798,001 pounds of stemmed leaf tobacco.

The figures relate to leaf tobacco reported as held by manufacturers who, according to the returns of the Commissioner of Internal Revenue, manufactured more than 50,000 pounds of tobacco, 250,000 cigars, or 1,000,000 cigarettes, and by dealers in or manufacturers of leaf tobacco who on an average had more than 50,000 pounds of leaf tobacco in stock at the end of the four quarters of the preceding calendar year; and they also cover all imported leaf tobacco in United States bonded warehouses and bonded manufacturing warehouses.

C. L. L.

Collecting Insurance

(*Continued from Page 8*)

over at the appraised value, that also will almost certainly be demolished when the case gets to court, for the law is that the company has no right to take the damaged goods over at the appraised value, where the appraisement has not fixed any value. This is from a leading case as to that:

> Where the policy provides that the company should take the undestroyed stock at its appraised value, the right to take does not arise if there is no appraisement, no matter whose fault caused the failure to appraise. The company must give prompt notice of its intent to exercise the option to take over the stock or replace, which in this case it did not do.

My judgment is that a merchant in the position of this Detroit correspondent should at once bring suit against the company for the full amount of his loss. Upon his statement of the facts, he should win hands down. The court, if it follows other similar cases that have been decided, will take the position that the correspondent did right—that when the arbitration failed, the insured could give the company notice to either take the goods over or replace them, which the policy says shall be done within a "reasonable time." If the company did not act, the insured could go ahead and do whatever he liked with his stock—sell it out in a lump or hold a special sale or do anything he pleased. He runs no risk except that he must be ready to prove his case when the need arises, and to that end, since the goods will be gone, he should make careful data of what is wholly destroyed, and what is partially destroyed.

JOBBER SOUNDS WARNING TO RETAILERS

The conviction that has been expressed by many prominent credit men both in and out of the cigar industry is expressed by John F. Kauffman, the new manager of the cigar jobbing house of W. H. Strauss & Company, Johnstown, Pa.

Mr. Kauffman in assuming the reins of business of the Johnstown firm states that credits will be limited to thirty days. "The time for long-time credits has passed," says Mr. Kauffman.

This means that the retailer is expected to turn enough of his brands in thirty days to pay his bills within that time. And it also means that the retailer must get a fair profit. He cannot do this if he clings to the old retail price and pays the increased wholesale price. The tendency is toward still higher prices and the dealer who fails to see this, fails and lacks business perspective.

A SAD CASE

"Jack," said a friend to a patrolman who had just turned in a report about a man taken ill on the street, "what did you say was the matter with that man in your report?"

"I reported," said the patrolman, with the dignity of an accurate diagnosis, "that he had fell down in an athletic fit."—*Baltimore American.*

BOLD
the cigar
"ABOVE ALL"
Has fully met the American smoker's demand for delightful quality and character, and holds their patronage by entire satisfaction.
BOLD
SIX CENT CIGAR
Bobrow Bros. Phila.

DEALERS
There's a Big Demand for
FLOR DE
MELBA
The Cigar Supreme
They're quite a bit better than others. All popular shapes.
Sell for 3 for 25c, 10c straight, 2 for 25c, 3 for 50c and 25c straight.
Our national advertising helps you sell FLOR DE MELBAS.
Thousands of satisfied FLOR DE MELBA smokers help you increase your business.
See your jobber now, or write us
I. Lewis Cigar Mfg. Co. - Newark, N. J.
Largest Independent Cigar Factory in the World

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

TURKISH CIGARETTES
CADO COMPANY, INC.
145 Lafayette Street - New York City

BRANDS	Fifty-Six	10 for 25c
	Cado	10 for 15c
	Water Lily	20 for 15c

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.
LIVE DISTRIBUTORS WANTED

Cork Tips Cork Bobbins
BOUCHER CORK & MACHINE COMPANY, Inc.
122-232 WEST 18TH STREET NEW YORK

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Go After Business

ONE of the surest ways not to get business is by not going after any. This is a trade axiom which is as old as the hills and which nearly every retailer has learned to his sorrow.

Go after business. It won't come to you, just because you're John Jones or Henry Smith, nor because you've put a sign on your door and a few boxes of cigars in your windows. Select a few boxes of your leaders (any Moos brand will do) and make a round of some of the large office buildings in your vicinity. Few business men who smoke can resist the tempting appeal of a box of Havanas freshly opened, and you're sure to land many an order.

A good way is to offer some of the men whom you know well a smoke from one of the boxes. Few will refuse to give you an order if the sample appeals. Of course, it means a trifling expense on each box you sell, but it's certainly worth it when you consider that this is practically the only selling expense you have.

Another way is to leave a box of cigars with the privilege of smoking a few and returning the rest if not satisfactory. Not one man in ten will return the unsmoked cigars, and you will have made "box customers" out of men who usually buy their cigars one at a time. Once this habit is started, it is generally continued.

Still another method of getting business is by telephone. As soon as you receive a particularly good shipment of certain brands, telephone those whom you know smoke these cigars and tell them you've received the goods. Offer to send over a box to their office or residence. They'll appreciate your thoughtfulness in keeping their favorite "smokes" in mind, and you'll make sales which would otherwise be passed by.—*Moos Trade Tips.*

JOHNSTOWN JOBBERS REORGANIZED

The cigar jobbing house of W. H. Strauss & Company, Johnstown, Pa., has recently reorganized with a capital stock of $100,000. The Strauss building on Washington Street between Franklin and Clinton has been remodeled and after extensive improvements the firm will occupy the entire four floors of the structure.

Prominent in this reorganization is John F. Kauffman, for fifteen years manager of the Reid Tobacco Company, at Altoona, Pa. Last December Mr. Kauffman withdrew from the Reid Tobacco Company, and has recently become a partner as well as manager of W. H. Strauss & Company. Four salesmen from the Altoona house have followed Mr. Kauffman to the Strauss Company.

PROMPTNESS

"Then," said the young man with a tragic air, as he was leaving the room, "this is your final decision?"

"It is, Mr. Carrots," replied the young girl firmly.

"Then," he replied, his voice showing an unnatural calmness, "there is but one thing more to add."

"Yes?" she questioned sweetly.

"It is this—shall I return those white satin suspenders by mail, or will you have them now?"—*Harper's Magazine.*

LARGER QUARTERS FOR MINDEN & DAVIS

In less than four years since their organization the firm of Minden & Davis has moved its factory three times, and on each occasion the removal has been made necessary by a demand for larger manufacturing facilities.

February 1st this firm moved from their Bleeker Street location to 1809-1811 First Avenue, the building at the southeast corner of Ninety-first Street. Here in enlarged quarters the firm hopes to be able to care for the constantly increasing business.

Marcy F. Minden, Morris Davis and Max Herz compose the firm. Neudorf's Bouquet de Paris, a mild Havana cigar, has been the leading brand. Constantly increasing calls for it by discriminating smokers account for its growing popularity.

E. C. McCULLOGH IN MANILA

Manila, P. I.

Philippine leaf tobacco is coming into more general favor in the United States, according to E. C. McCullogh, prominent local exporter, who has returned from a nine months' sojourn in the United States. Mr. McCullogh marketed and made deliveries on over 1,000,000 pounds of Philippine leaf, stripped and ready for the manufacturers, who find it excellent for blending purposes. Mr. McCullogh has other shipments on the way to the United States and is ready to turn out a large amount of the Philippine leaf for the American trade, his only handicaps being the uncertainty of ocean transportation due to tonnage shortage, and the slow movement of transcontinental freight in the United States, due to congestion on account of war traffic.

To handle his extensive business in tobacco exports, Mr. McCullogh opened offices at 30 Broad Street, New York, and will spend a large part of his time looking after the New York office in the future.

The McCullogh company now has a force of over 1000 women and girls employed in stripping and packing the Philippine leaf for export to the United States. The utmost care is taken to secure the finest and best quality of stock, and particular pains is exercised to insure proper preparation and packing for the manufacturer. Mr. McCullogh spent some time in the United States studying the tobacco trade with a view to satisfying its demands in the way of proper preparation of leaf used in cigar manufacture, and has carefully instructed his overseers and strippers.

Several other firms are also exporting Philippine leaf tobacco, prominent among them being the Tabacalera company, and Germann & Company, Ltd.

LOGIC IN KHAKI

Sergeant (to private taking bayonet practice)—"Keep your point up like yer doin' now, can't yer? You won't never get yer man if yer don't keep yer point up. Have yer never done no bayonet practice before?"

Private (just out of hospital, very bored)—"I've done this 'ere to the bloomin' Germans I 'ave."

Sergeant—"Oh, you 'ave, 'ave you? No wonder the war's lasted three and a 'alf years."—*Punch.*

For Twenty-five Years
A Standard Quality, constantly tested to insure uniformity.
Why you should display the box with the Famous 44 Oval.
A Selling Brand Nationally Advertised
"44" Cigar Co., Inc. Philadelphia

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Meeting 1st Thursday of each month at Masonic Temple, 310 Lenox Ave., New York.

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Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

JOSE F. ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

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And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

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Incorporated
130 Water Street
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IMPORT EXPORT
LEAF TOBACCO

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306 NO. THIRD STREET, PHILADELPHIA

Lancaster Leaf Market

Lancaster, Pa.

WAVES of zero weather and intermittent blizzards have closed down the lid tightly on the leaf tobacco business. Drifted roads have kept buyers from seeking out the few unsold crops, and the growers themselves have been facing the great task of overcoming the fatty stems, which has taken on the proportion of an epidemic.

Some stripping from the frozen stalks was attempted when the temperatures were low, but then came a short period of moderate weather during which the stalks thawed and the tobacco began to drip. Pools formed under the tobacco in many of the cellars. For the past week, practically no stripping has been attempted. At the same time, the roads are piled high with drifted snow and few deliveries of any kind have been reported.

Only a few packers have stock on hand and consequently there is no tobacco market in old goods. One of the few who bought heavily of the 1916 crop is Julius Marqusee, but he has been selling also in large quantities. Recently he sold 800 cases to Eli L. Nissley & Sons.

Early in the month, there was a sale of a small bale of Sumatra and the price paid was six dollars per pound, the highest figure at which Sumatra ever sold on the local market.

Philip Eitenheim, of the firm of Eitenheim & Fralich, of Milwaukee, is in Elizabethtown completing the packing of the 1917 crop which he bought from farmers in November. About one-half of the entire crop is still unstripped.

The following prices have been set as the minimum at which the remainder of the local crop can be bought:

Firsts—Sound crops, sorted and properly handled, at thirty cents for wrappers of good quality; sixteen cents to twenty cents for sized fillers; eight cents to ten cents for scrap.

Seconds—Unsorted frost damaged crops at twenty cents to twenty-two cents through.

Thirds—Sorted frost damaged crops at thirty cents to thirty-five cents for clean wrappers; sixteen cents to twenty cents for sized fillers and frosted; and eight cents to ten cents for scrap.

R. G. R.

NOTICE TO EXPORTERS

Washington, D. C.

The attention of exporters is invited by the War Trade Board to the fact that regulations recently promulgated provide that, after February 1, all shipments for exportation from the United States to any foreign country, including Canada, Newfoundland and Mexico, require four copies of the Shippers' Export Declaration.

The board announces that in order to avoid serious delay and congestion it is of the utmost importance that exporters comply with these regulations. Transportation companies, it is declared, will hereafter refuse to accept shipments for exportation unless they are accompanied by the four copies of the Export Declaration.

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Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATION OF LABEL

BRANNON SIGNAIGO CIGAR CO.'S DIXIE INVINCIBLES: — 40,444. For cigars. November 9, 1917. The American Cigar Co., New York City, N. Y.

REGISTRATIONS

SAY MORE:—40,512. For all tobacco products. January 24, 1918. Wm. Herbst, Philadelphia, Pa.

GEM SIX:—40,513. For all tobacco products. January 26, 1918. American Litho. Co., New York City.

KING'S TRAIL:—40,515. For all tobacco products. January 31, 1918. American Litho. Co., New York City.

LA NECESIDAD:—40,516. For all tobacco products. January 19, 1918. American Litho. Co., New York City.

HAVAHART:—40,517. For all tobacco products. January 31, 1918. Natrona Tobacco Co., Philadelphia, Pa.

TRES-POR:—40,519. For all tobacco products. January 25, 1918. E. A. Kline, New York City.

RES-POR:—40,519. For all tobacco products. January 25, 1918. E. A. Kline, New York City.

TONOSMOK:—40,520. For all tobacco products. February 6, 1918. American Litho. Co., New York City.

LITTLE THRIFTY:—40,521. For all tobacco products. February 7, 1918. Powell & Goldstein, Oneida, N. Y.

DO-U-WORRY:—40,522. For a cigar factory. February 7, 1918. Alvarez Cigar Co., Montgomery, Ala.

LEON TROTZKY:—40,523. For cigars, cigarettes, cheroots and tobacco. February 7, 1918. Tunis Bros., New York City.

TRANSFERS

TWO BELLES:—17,961 (Tobacco World). For cigars, cigarettes, cheroots and stogies. Registered January 2, 1914, by S. C. Edwards, Windsor, Pa. Transferred to F. M. Howell & Co., Elmira, N. Y., January 7, 1918.

CORRECTED PUBLICATION

(The below appeared under "Transfers" in the last issue and should have appeared under "New Registrations.")

DEMOCRACY WORTH FIGHTING FOR:—40,504. For all tobacco products. January 18, 1918. Pasbach-Voice Litho. Co., New York City.

SELECT DRAFT:—40,505. For all tobacco products. January 18, 1918. Pasbach-Voice Litho. Co., New York City.

GREENE'S FIVE-UP:—40,506. For cigars. January 11, 1918. Joe G. Greene v Co., Greenwood, S. C.

UNITED STATES VICTORY BY THE SAMMIES:—40,507. For all tobacco products. January 22, 1918. Jefferson Highway Cigar Factory, W. L. Diehl, Proprietor, King City, Mo.

TILFAMA:—40,508. For all tobacco products. January 19, 1918. American Litho. Co., New York City.

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

CIGAR MANUFACTURER WANTED

WANTED—A factory in Pennsylvania, on a railroad line preferred, to turn out a five (5) inch Londres scrap cigar. Tobacco will be furnished him and all wages and salary will be paid, the owner to superintend and be paid by the thousand cigars for making the goods. The factory must be able to turn out close to 50 M. cigars per week. Address Box 1-2-3, "Tobacco World."

FOR SALE

FOR SALE—Twenty-four Miller, DuBrul & Peters suction tables, in perfect condition. For a quick sale a very low price will be accepted. Address Box 151, "The Tobacco World."

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

WANTED

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made. J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

CASH REGISTER WANTED—State price, make and number. Wolf, 5417 Webster Street, Philadelphia.

ENCOURAGEMENT

"What a beautiful dog, Miss Ethel!" exclaimed her bashful admirer. "Is he affectionate?"

"Is he affectionate?" she asked archly. "Indeed he is. Here, Bruno! Come, good doggie, and show Charley Smith how to kiss me."

"ONCE UPON A TIME"

Willy Bilton—Pa, will you please tell me a fairy story?

Bilton—A fairy story? Well, let's see, how will we begin it?

Mrs. Bilton (sweetly)—Begin it, "I was detained at the office, dear," then continue.—*Harvard Lampoon.*

The Tobacco World

Established 1881

Volume 38 | February 15, 1918 | No. 4

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

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PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

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WM. WICKE RIBBON COMPANY
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AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
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NEW YORK

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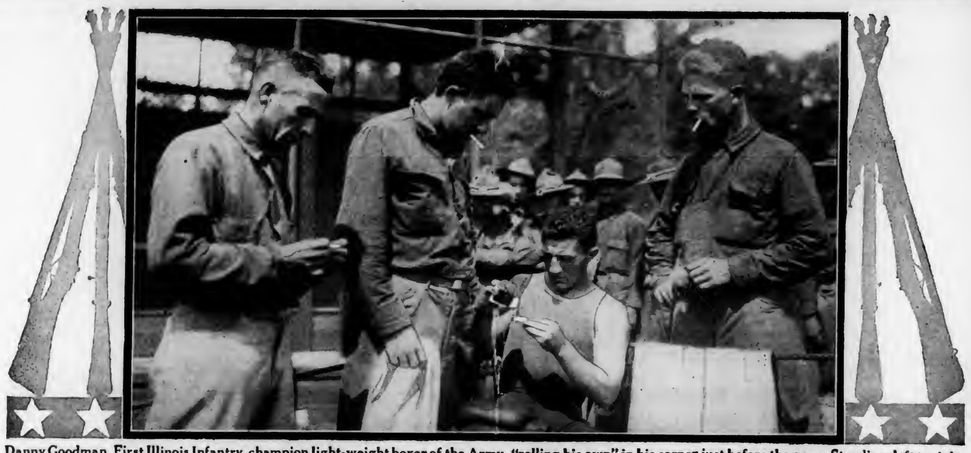
PHILADELPHIA OFFICE
322 Chestnut Street
SELLING REPRESENTATIVES
ADOLPH FRANKAU & CO.,
129 Fifth Avenue, New York City



Danny Goodman, First Illinois Infantry, champion light-weight boxer of the Army, "rolling his own" in his corner just before the gong, Standing, left to right: Billy Williams, champion bowler of the Army; Jack C. Felker. champion heavy-weight of the Army; Carl F. Timmersman, former pitcher of the Federal League and the White Sox. Photographed at New Braunfels, Texas. Grandstand of Baseball Park in background. Look for the famous muslin sack.

Uncle Sam's Champion Athletes "Roll Their Own"

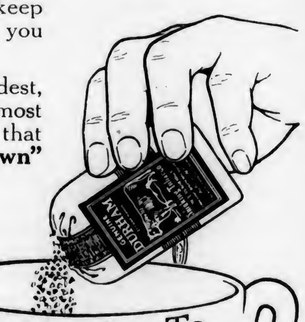
There's no finer body of men in the world than Uncle Sam's khaki-clad soldier boys—and they smoke the "Makings" to keep feeling fit and cheerful. If *you* don't know why, its high time you learned. Listen:—

You can make for yourself, with your own hands, the mildest, most fragrant, most enjoyable cigarette in the world—and the most economical. Machines can't imitate it. The only way to get that freshness, that flavor, that lasting satisfaction—is to **"roll your own"** with

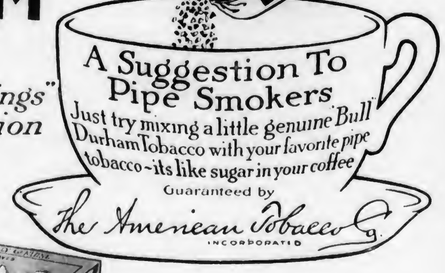
GENUINE

"BULL" DURHAM

TOBACCO



The "Makings" of a Nation


A Suggestion To Pipe Smokers
Just try mixing a little genuine Bull Durham Tobacco with your favorite pipe tobacco - its like sugar in your coffee
Guaranteed by
The American Tobacco Co.
INCORPORATED

"The Makings of a Nation" { Mr. Dealer: Please consider the significance at this time of this first slogan.

"Like Sugar in Your Coffee" { Try for yourself mixing "Bull" Durham with your favorite pipe tobacco and see how true is the second slogan.

VOLUME 38 NO. 5

The TOBACCO WORLD

MARCH 1, 1918

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Volume 38 — Number 5

THE TOBACCO WORLD

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year — PHILADELPHIA, March 1, 1918 — Foreign $3.50

Facilitating Equipment Becoming An Important Factor In Cigar Manufacturing

THE other day we were talking with one of the most thoroughly informed men on cigar manufacturing to be found in the country. He had many practical and helpful ideas regarding the use of machinery and facilitating equipment for cigar manufacturing. "But," said he, "don't get the impression that we have arrived at a period when leaf tobacco will be poured into one end of a machine and perfect cigars will roll out the other."

This man does believe that some day a chemist is coming along who will be able to precipitate tobacco into regular leaves. It will be possible to feed these leaves into a machine, as paper is fed into a printing press, and that the cigar will come sliding out the other end.

The irregularity of tobacco leaf and the many conditions necessary to the proper manufacture of a cigar today preclude the production of a machine that will do much more than facilitate the fabrication of the product.

The very fact, however, that there are a number of such devices in use today (and their number is constantly growing), indicates that such equipment is beginning to become an important factor in cigar production.

The different kinds of successful devices in use at present are few compared to what the next few years may develop. We are authoritatively advised that within the next six months there will be one or two additional devices offered to the industry which, we have reason to believe, will prove of great value.

The handwriting is on the wall. Waste that was considered a necessary evil of cigar manufacturing ten years ago is now an economic factor in efficient factory systems. But there is still much waste that can be eliminated through the use of devices that act, to some extent at least, as a check on carelessness.

With rising production costs, unusual labor conditions and a rising leaf market the wise cigar manufacturer is going to look about to see where he can save to meet his additional costs.

Perhaps the true reason for the reluctant spirit in which the cigar manufacturer has approached the subject of mechanical equipment is because of the prejudice of the cigarmaker against the use of machinery.

And another reason for this may be that the manufacturer himself has not paid enough attention. He has turned the matter over to subordinates who have not been favorably impressed and as a result the manufacturer has been told that the particular device under consideration was worthless. As a matter of fact it may have been just what the manufacturer needed. It might have effected a nice saving for him annually. But he left it to some one else who did not know or understand the complete details, and who was not as vitally interested in production costs as the manufacturer himself, and so the machine was turned down.

The matter of testing cigar factory equipment is a man's job, and if the cigar manufacturer is a practical factory man he ought to thoroughly acquaint himself with the operation and economic features of any devices submitted.

Every manufacturer knows his own problems best and in times like these he should be vitally interested in anything that will help cut down production costs. And for this reason he should make personal investigation as to what a machine can do or cannot do, and have the last word himself and not leave it to some one who is not sufficiently familiar with conditions to make an honest decision.

The prime concern of a cigar manufacturer is, what will the device do, what will it save? If, after the test, its product is satisfactory, and the manufacturer of the machine guarantees that it will continue to do the work economically, how the machine is built or what makes the wheels go around is not essential knowledge for the cigar manufacturer.

Some of the biggest selling cigars in the country, some selling at ten cents and up, are fabricated with facilitating devices. The smoker is smoking them in preference to the strictly hand-made product. He has not yet begun to worry about how the tobacco is put into the cigar or in what manner the wrapper is laid about the filler. We doubt if he ever will. But we do believe he will very much appreciate, and in a most substantial way, the product in which the quality and blend has been maintained to suit his taste, and the price of which has been kept within his reach through economic factory equipment and system.

The Banker Tells the Merchant a Few Things

By George Hartford Curtis, in American Industries

STANLEY was a good, honest, hard-headed merchant in a populous, rich, thriving manufacturing city. He had been established for years and had built up a good business. His store was on the main street and was immaculate in appearance. He sold a line of goods that everybody wanted and he knew everybody in town. If anything in the line of hardware or furniture was needed Stanley had it, and he had the best. His credit was first class, he discounted his bills and carried a good balance at the bank. His gross business was satisfactory, he could live comfortably on his net, and he was happy.

To Stanley the bank stood for just one thing. It made a convenient place to deposit his money where he knew it would be safe and where he could go and get it any time he wanted it. So far as he was concerned that was all a bank was for. Probably he never stopped to figure out how a bank made its money; how it was able to carry on its fine establishment, pay its officers and clerks and a good dividend to its stockholders as well. These matters did not concern him.

But the cashier had different views. It was up to him, not only to smile on preferred depositors when they came in, but to make the bank pay. And he wondered about Stanley, for Stanley never borrowed as Robinson and Jones and Smith did, and they were in the same line of business, competitors of Stanley. So it fell out that one morning, as Stanley was passing in his deposit at the wicket, the cashier engaged him in a little pleasant conversation, about the weather, or something quite as important and finally, invited him to come to his inner office.

And this is what he found out in the course of a half hour's talk: that Stanley, in spite of the fact that he always carried a good balance in order that he might be sure of meeting his bills promptly, discounting them in fact, was often "hard up" and frequently worried about his finances. Collections were wretchedly slow. The bigger the customer, the slower the collections, but all "good"; all among the city's most substantial men.

The cashier understood his business and had no difficulty in getting "under his hide," particularly as that morning Stanley was feeling a little blue; so the cashier got the whole story.

Stanley was popular, everybody knew him, he knew everybody and was universally liked. He was universally known, too, to be "easy" and his customers took advantage of this fact. In other words, Stanley would carry them on his books in open account for sixty days, ninety days, six months or more, and they had found it cheaper to let him do this than to carry themselves, or to trade with Robinson or Jones or Smith who were not so "easy." It was cheaper than going to the bank and borrowing the money with which to pay within a reasonable time; in fact, it was disclosed that Stanley was acting, and had been acting for a long time, as banker for many of his "friends"; had been charging them no interest, and had considered himself lucky to get his money at all. In consequence, his business was much restricted and he was always, or nearly always, "hard up."

That very afternoon Stanley returned to the bank with a memorandum statement that his bookkeeper had in the meantime prepared. It showed a surprising state of affairs. It showed "receivables" that would warrant the cashier of any bank in recommending a good line of credit. But the cashier was wise. He knew Stanley had a horror of borrowing which must be overcome. And so he began a little educational talk. He asked Stanley why he didn't have his customers carry themselves instead of doing it for them.

"What do you mean," said Stanley, "carry themselves? Why I suppose they are carrying themselves now."

"For every dollar, Mr. Stanley," the cashier said, "that your customers owe you beyond the thirty days that they are supposed to have in settling their accounts, you are carrying them to just that amount, and you are carrying them free of cost, and just as long as you let them, they will continue to 'use' you."

And the cashier went on to tell Stanley something about credits, and notes, and acceptances. He had never heard of acceptances before and the idea, when he had fully grasped it, rather appealed to him. The cashier went on to tell Stanley that it was a crime to attempt to carry on a merchandising business on his own resources, his own capital: that every dollar of capital a merchant possessed should be good for many times that number of dollars worth of business: that banks were established and made their money by "carrying," for a small cost, just such good, substantial fellows as he and that if he wanted a line of credit he could have it at any time, on his own paper.

"But, Mr. Stanley," the cashier said, "instead, get your customers to 'accept' your bills at thirty, sixty, or ninety days, as they choose, and bring these 'acceptances' to us. There is no class of paper a bank likes as well as the 'acceptances' of sound firms. It is not you, then, that we are carrying but your customer. Of course, you will have to put your name on the back of these 'acceptances' but with such a line of customers as you have showed me you needn't worry much about their making good. They will take them up when they mature all right. Your liability will be contingent only."

Well, Stanley didn't "fall" for this immediately. He had to think it over a little. The prejudice of a lifetime had to be overcome. But he "fell" for it eventually, when he fully understood, and his customers didn't get mad with him either, when he asked them to "accept" his bills, as he was afraid they would. They didn't desert him and go and trade with Robinson, or Jones, or Smith. No. They said to themselves "Stanley is getting wise." "Somebody has been coaching him," and they traded with him just the same because he was a good fellow and they liked him, and because he had the goods, and because he could be depended upon. And they met their "acceptances" when due because they couldn't afford to do otherwise.

Jacob Wertheim Retires as President of T. M. A. and Charles J. Eisenlohr is Chosen

AT the annual meeting of the directors of the Tobacco Merchants' Association of the United States on the 19th of February, it was with great regret that the announcement of the retirement of President Jacob Wertheim was received. Since the inception of the organization, Jacob Wertheim has been its chief executive and, during that brief period of about two and one-half years, the association has grown to national power. In that time it has become representative of every branch of the cigar and tobacco trade and its allied industries. It has rendered a legion of services, and now stands as a mighty bulwark between the industry itself and unfair legislation, sharp practices, and slanderous attacks and abuses.

If Mr. Wertheim can no longer serve the organization as the chief of its activities, he can at least watch the organization advance still further under new leadership with the feeling that he has rendered to the trade a worth-while service which entitles him to its fullest gratitude.

For a man to succeed Mr. Wertheim there were many from whom the new president might have been chosen, many whose qualifications measured up to the mark.

The man who was chosen, however, in unquestionably qualified far beyond the requirements. He stands not only as a great national figure in the industry, but a popular one as well. A man not only popular in name, but popular because of the wide range of his personal friendships and his absolutely democratic ideals.

This man occupies the position of chief executive of one of the largest independent cigar manufacturing concerns in the world. The foundation of this firm was laid many years ago on a single brand of cigars. And in the decades that have followed this brand has grown to a position of the largest selling single brand in the world. "Cinco" and Otto Eisenlohr & Bros., Incorporated, are synonymous, terms known from coast to coast.

It is indeed a happy choice for the trade, and the Tobacco Merchants' Association may be congratulated on the fact that Charles J. Eisenlohr has accepted the office of president. Under his leadership the Tobacco Merchants' Association will doubtless grow to greater strength and in national influence.

At this meeting a new office was created, and Edward Wise, president of the United Cigar Stores, was elected Chairman of the Executive Committee. George H. Hummel, vice president of P. Lorillard Company, was elected a vice president to succeed Mr. Wise. To fill a vacancy in the Board of Directors, William Hollingsworth, a widely known retail cigar dealer of New York, with a chain of stands in office buildings, was chosen.

A discussion of the matter of a Tobacco Merchants' Association convention resulted in a decision to postpone the event from a sense of patriotic duty, a duty to help the Government win the war.

Following the meeting, the entire board adjourned to Haan's restaurant, where luncheon was served.

Here Secretary Charles Dushkind presented the retiring president with a set of engrossed resolutions, with the following remarks:

"About two and a half years ago I called together in this very restaurant about a dozen men, who were interested in the tobacco industry, for the purpose of laying before them what I myself considered but a *Utopian* idea to form a national tobacco men's organization that should embrace every branch, every faction, every element of the industry, from the tobacco grower to the man behind the counter.

"And today, as a result of that little gathering, held in this very place two and one-half years ago, we are assembled here as representatives of the Tobacco Merchants' Association, the greatest and strongest organization of tobacco men in the United States, an organization ranking high among the great national commercial institutions in the country.

"On and about the cornerstone laid here on the occasion of our first gathering, there has since been erected a magnificent structure that is now the pride of the tobacco trade, standing forth as the accredited representative organization of our industry; an organization whose power and whose influence is now well recognized throughout the land; an organization that not only has to its credit the splendid achievements that you are all so well familiar with but that has forever obliterated the lines that had for so many years divided the industry into opposing elements, and cleared up the atmosphere of suspicion and antagonism and personal hostility that existed in our industry and has created in its stead an atmosphere of generosity, of accommodation and of mutual understanding.

"As secretary of the association it has, of course, been my lot to attend to the active management of the organization and to direct its activities and carry out its policies. But the infinitely more important part that had to be performed in connection with the association was not the active management of its affairs or the operation of its organized machinery or the utilization of its concentrated powers, but the very creation and the upbuilding of the association itself. For without the existence of the association, even the most pressing needs for organized activity would have necessarily remained dormant and without the power and the influence of a strong organization even the most urgent necessities for united action would have necessarily remained unattended.

"For the glorious success in the formation and in the upbuilding of this association that made it possible for us to do the things that we have done and to attain the achievements that we have attained the full measure of credit is due to no other person than the man who has presided over the association from its very inception, Mr. Jacob Wertheim.

(Continued on Page 27)

Tobacco Trade War Service Committee

PURSUANT to the call recently issued by the Chamber of Commerce of the United States, the Tobacco Merchants' Association has formed a War Service Committee, consisting of the following:

Edward Wise, chairman; Charles Dushkind, secretary; Charles J. Eisenlohr, Alfred Rossin, Jesse A. Bloch, J. L. Graham, Walter H. O'Brien, A. L. Sylvester, William T. Reed, I. C. Rosenthal, Maximilian Stern and George H. Hummel.

The War Service Committee organized by the respective industries are all governed by an Executive Committee appointed by the Chamber of Commerce of the United States, of which Waddill Cathings is chairman. Thus a complete chain of Industrial Committees, headed by the United States Chamber of Commerce, has been effected to take the place of the War Committees organized by the Council of National Defense.

In the call issued by the Chamber of Commerce for the organization of such committees, it was stated:

> "We feel that the establishment of representative committees, formed in such manner as to entitle them to speak for their entire industries, will render immediately available valuable sources of information upon which the Government may draw in connection with the countless business and industrial problems attendant upon the conduct of the war.
>
> "For your information in this connection, I will add that the several committees appointed by the Council of National Defense and by the Advisory Commission, have in each instance tendered their resignations, and, in order to prevent a continuance of the embarrassing situation wherein members of the committees were called upon to act both as Government agents or advisors, and at the same time as representatives of their respective industries, that these resignations have been accepted. For the purpose of furthering the valuable work instituted by the Government committee, however, it is most desirable that representative committees of the industries be formed by the industries themselves at the earliest possible moment."

The following letter was sent out to the Tobacco Committee by the Secretary:

> "Our War Service Committee has been duly recognized by the War Committee of the Chamber of Commerce of the U. S. as the Official Committee representing the Tobacco Industry, so that our Committee now forms a part of the organization of the U. S. Chamber of Commerce.
>
> "Our Committee having thus been officially recognized as representing the Tobacco Industry, has been placed in communication with the Government and its various Boards and Committees and it is expected if any situations should arise affecting the Tobbaco Industry or requiring any services or action on the part of our Industry that we be duly advised and consulted in the premises."

Lancaster Leaf Crop Practically All Sold

Lancaster, Pa.

DELIVERY of tobacco is in full swing. A fortnight of moderate temperature opened up roads that had been clogged by snow and ice, and movements have been continuing at top-notch speed during the past two weeks. In order to assist the movement of the crop, which is much belated, trolley express cars have been pressed into service to haul the larger shipments.

With the coming of improved weather, too, stripping has been resumed in earnest. On the other hand, however, labor shortage is seriously affecting the packers, for while this is a tobacco center, the packers have been lured to munition making and shipbuilding centers by promises of inflated wages.

One of the finest crops in the county, grown by Christian Habecker, of Rohrerstown, has been sold and is almost entirely stripped. He reported these prices: thirty cents for wrappers, sixteen cents for fillers, and eight cents for scrap.

Reports on the amount of stripping, the amount of unsold crops, and the condition of the delivery of tobacco generally, indicate that about one-third of the crop remains to be stripped. There is very little tobacco not yet sold. The prices that prevailed generally for recent sales were, twenty-eight to thirty cents for good wrappers, eighteen to twenty cents for frosted and fillers, and eight to ten cents for scrap.

The fatty stem epidemic is waning. However, there is a great deal of tobacco on the clothes line, which is coming out of the first sweat satisfactorily.

Price fixing has been the subject of much comment among the growers lately, and it is generally contended that if the conditions of the market justify packers from forty to fifty cents for case goods, thirty and thirty-five cents for good wrappers is not too high for the growers.

The big crop of tobacco grown by Harvey Hostetter, of Elizabethtown, was destroyed by fire, when sparks from a stove in the tobacco cellar ignited the barn roof. The loss will reach almost $5000, and there is no insurance.

R. G. R.

The Tobacco Trade Must Do Its "Bit"

NO doubt many of our readers have already heard the song, "I Don't Want to Get Well." Pretty much of the whole world is sick, right now, with a malignant fever called War. The contagion has afflicted the United States, but in this case the U. S. A. must be the Doctor as well as a patient.

There are a good many red-blooded Americans who apparently have the attitude of not wanting to get well. In their heart of hearts they expect the cure to be effected, but they do not regard themselves as necessary accessories to the accomplishment.

This attitude is one that will lead to disaster if it is not corrected. Start today to observe meatless and wheatless meals and days. Save fats, save anything, save everything of any possible value.

We have, it is estimated, a million and a half men under arms today, but the efficiency of our own men as well as those of our Allies and the winning of the war depends entirely upon the tens of millions of us in the United States who are not under arms. This means that every sacrifice that we are advised is necessary to the successful carrying on of this war, should be made without a murmur, without delay.

The Doctor of the Allied cause is Uncle Sam. He must supply food, materials, money and men, and to do this he must have the complete co-operation of every man, woman and child in the country. The sooner we throw ourselves whole-heartedly into the work, the sooner the cure will be effected.

The strength of the United States, collectively, is no greater than its weaknesses, individually—just as a chain is no stronger than its weakest link. The Fate of civilization hangs in the balance. To win this war we must have a united people striving to the best of their ability to give the soldiers, and the men and women and children of Europe everything that is essential to the sustenance of their bodies and the protection of their lives.

What has this to do with the cigar and tobacco industry, you ask? It has just this to do with it. Unless we devote every energy, every possible effort and make every essential sacrifice we will be aiding the enemy and prolonging the war.

If the members of the third largest industry in the country do not do their bit, what good are the efforts of all the other industries? This means that we are to make the individual sacrifices. Economize on the meats, the wheat, fats and sugar. Let there be no waste.

There was a time when the cry of "The full dinner pail" swept the country. This is the time and the hour to echo the cry of "the empty garbage can."

Let us as individuals justify ourselves and our industry in the eyes of the nation, and of the world, as having made every possible sacrifice, and as having contributed in every possible way to the great victory that will come to the Allied cause if *we* do our part.

Cigarette Exports To China Nearly Double

THE doubling of exports to China was the outstanding feature of the cigarette industry in 1917, according to the records of the Department of Commerce, which show also that our foreign business in that item has expanded greatly since 1914. During the year, we shipped abroad 7,033,626,000 cigarettes, valued at $13,296,270, against 4,258,664,000, valued at $7,584,345, in 1916, and 2,076,178,000, valued at $3,301,094, in 1915.

Of this amount 4,949,137,000, with a value of $9,600,727, went to the land of the Dragon, against 2,551,772,000, valued at $4,891,258, in 1916, and 1,083,518,000, worth $1,728,045, in 1915. The 1917 exports figure out about ten cigarettes a year for every person in the Celestial Empire, as against two and one-half cigarettes to the person in 1915.

Exports to Panama, while greater than those of 1916, are still less than the total of 1915. The figures for the earlier year were 84,806,000, worth $146,920, which decreased in 1916 to 50,800,000, valued at $118,920. A good gain was made last year, the total being 76,544,000, with a value of $195,684.

While exports to the Straits Settlements show a greater value, the number was lower than in 1916. The total for 1917 was 1,031,574,000, valued at $1,494,034, as compared with 1,055,159,000, worth $1,476,064, in 1916, and 736,564,000, with a value of $1,027,597, in 1915.

Siam appears to be forswearing the cigarette habit. Whereas our exports to that country jumped from 96,750,000, worth $185,647, in 1915, to 224,310,000, valued at $424,986, in 1916, the 1917 total dropped off considerably, being but 153,660,000, with a value of $301,243.

Exports to the unspecified countries have increased consistently during the past three years, the totals being: 1915, 74,540,000, valued at $212,905; 1916, 376,623,000, worth $673,117; 1917, 812,711,000, with a value of $1,704,582.

Efficiency of T. M. A. Service Bureaus Features President Wertheim's Annual Report

FOLLOWING is the annual report of President Jacob Wertheim, of the Tobacco Merchants' Association, submitted to the Board of Directors at the annual meeting held on February 19th:

To the Board of Directors of the Tobacco Merchants' Association of the United States:

Gentlemen:

Since our last Convention, we have passed through a period of far-reaching events, often of dark and sinister aspect, and without parallel in the long history of the tobacco trade in America. We of the tobacco trade have had frequent occasion during the year just ended to give thanks for our foresight in building the Tobacco Merchants' Association of the United States, the first and only national tobacco trade organization in the country, and for our good fortune in having this powerful institution at our service in the present crisis.

With due conservatism, not soaring into future possibilities, but speaking solely from the record of the more important accomplishments that I shall hereinafter refer to, I may modestly present to you the Tobacco Merchants' Association as a real National Institution, which stands forth as a powerful and accredited representative body of one of the first industries in the land. The tobacco trade is numerically, financially and economically among the greatest industries of the country; it deserves the finest organized representation that can possibly be created for it, and I venture to say that in the Tobacco Merchants' Association of the United States, now known throughout the country as the Tobacco Merchants' Association, the tobacco industry has a representation worthy of its magnitude and its importance among American industries.

Before discussing in detail the more notable achievements of our Association during the short period of its existence, with your permission, I will summarize some of these accomplishments in terms of their known results:

1. It has changed the atmosphere in the tobacco industry from that of suspicion, antagonism and personal hostility to that of friendly intercourse and mutual co-operation.

2. It has successfully opposed and frustrated all efforts to enact hostile legislation, both federal as well as local, among which may be mentioned:

(a) The passage of the Revenue Act of September, 1916, without imposing any additional taxes on tobacco products, as originally contemplated.

(b) The enactment of the Preparedness Revenue law of March, 1917, without the threatened increase in taxes.

(c) The adoption of the tax rates advocated by the Tobacco Merchants' Association instead of the flat increase of 100 per cent., as recommended by the Treasury Department in connection with the War Revenue Bill, the difference being about $40,000,000 per annum.

(d) The reduction of the proposed War tax upon the so-called nickel cigars from $3 to $1 per thousand and the retention of the old tax on stogies and package goods in the same War Revenue Bill.

(e) The elimination from the Chamberlain Bill of the provision prohibiting the sale of tobacco products at military camps, etc. The serious consequences of such law need hardly be dwelt upon. The prohibition clause found its way into the Military Bill and was passed by the Senate almost on the last day of the Session. But our opposition to that measure was so strenuous and our arguments so convincing that Senator Chamberlain withdrew that clause at the following session of the Congress.

(f) The defeat of anti-tobacco legislation in a number of States.

3. It has secured a modification of the President's embargo upon the importation of leaf tobacco into the United States, permitting importation of tobacco except from the Dutch East Indies under a general license instead of under individual licenses, procurable only at great cost of time and effort.

4. It has succeeded in removing the restrictions upon the supply of sugar needed in the manufacture of tobaccos.

5. It secured the prompt exemption of cigar, cigarette and tobacco factories from the Fuel Administration order by permitting the operation of factories to work up leaf tobacco already in process.

6. It conducted a gigantic national campaign of propaganda which resulted in the readjustment of retail prices upon tobacco products all over the country in accordance with the new conditions brought on by the War.

7. To counteract anti-tobacco propaganda.

(a) It made an extensive investigation and campaign to remove the fake tobacco cure menace.

(b) It distributed thousands of pamphlets that it has had printed demonstrating the harmlessness of the use of tobacco products.

(c) It persuaded the Industrial Commission of the State of New York to promulgate rules and regulations permitting smoking in factories, whereas previously it was a misdemeanor even to sample a cigar or a cigarette in a factory.

8. It succeeded in effecting a change in the ruling of the Internal Revenue Department holding that three-for-ten-cents cigars must be taxed under the $4 rate, so that such cigars, if packed in bundles, are now taxable under the $3 rate.

9. It prevailed upon railroad companies to permit the use of fiber-board boxes for shipments and it secured other modifications of traffic rules saving the industry untold amounts of money.

10. It minimized box-stuffing and other fraudulent practices and it has made great progress in standardizing the registration of trade-marks and in checking infringements and simulations of brands.

Individual Service for Members

The activities of the Tobacco Merchants' Association are by no means limited to the promotion of the general welfare of the industry as a whole, for the Association is, indeed, well equipped to render our members such individual services as may be reasonably expected from a live commercial institution.

Thus, our Trade Mark Bureau, our Information Bureau and our Traffic Bureau are kept very busy serving our members, furnishing information, investigating and registering trade-marks, selecting shipping routes, advising as to traffic difficulties, solving technical transportation problems, adjusting claims against railroad companies, looking after Internal Revenue or Custom House matters and attending to all such matters as properly come within the functions of a trade organization.

Moreover, we make no exceptions in serving our members, whether they be members paying only $10 a year or those contributing $1000 a year or more; both are treated on an equal basis—all are served alike.

Information Bureau

We are particularly proud of the service rendered by our Information Bureau, which is being constantly called upon not only by tradesmen of our Industry, but by public officials, colleges, authors, and writers from all parts of the country, and not infrequently by official representatives of foreign governments.

And it is indeed a source of gratification to note from the steady stream of inquiries we are receiving from all sources, that there is an awakening realization of the incalculable value of our Information Bureau and a due appreciation of the reliable and up-to-the-minute data concerning Legislation, Taxation, Revenue Rulings, Trade-Marks, Exports and Imports, Freight and Transportation, and the many other interesting matters which it is furnishing promptly and cheerfully.

And in this connection, it may be stated that our tobacco library, which embraces a most elaborate collection of books and publications, both ancient and new, has already received favorable comment of the public press.

Traffic Bureau

Special attention is called to our Traffic Bureau, which cheerfully furnishes our members, at all times, with such advice and information as they may require in regard to the many questions that frequently arise in shipping departments, the solution of which requires not only expert knowledge and technical training, but a readily available library of tariffs, railway guides and other traffic publications for reference and consultation.

The Traffic Bureau also makes a special feature of handling, adjusting and collecting, for our members, claims against carriers, arising out of transportation matters which it is needless to say require practical experience and technical knowledge.

War Revenue Act

The passage of the War Revenue Act through the Congress was, as we all remember, tedious and protracted. Times beyond mention there was a seemingly unalterable disposition on the part of the congressional committees having the measure in charge to inflict a burden aggregating $100,000,000 in additional taxes upon this trade. Apparently realizing the inevitable consequences of such a penalty, which would have automatically cut tobacco production in half the day it took effect, those charged with the duty of meeting an unprecedented war budget heard lengthy representations from our trade.

And it was the voice of the Tobacco Merchants' Association that gave expression to the existing facts and irrefutable conclusions of the entire industry. How this was done was most interesting, illustrating as it does the unbiased and impartial conduct of our Association. As our respective committees arrived at war tax schedules which they conceived to be consistent with the grave need of our Government, and an adequate contribution on the part of our industry towards the cost of the War, copies of these recommendations were sent post-haste and broadcast throughout the trade, to big manufacturers and little manufacturers, large distributors and small distributors, members and non-members of the Tobcaco Merchants' Association soliciting their support and urging them to advise their respective Senators and Congressmen of their endorsement of our proposed schedule of tax rates.

It is supremely significant that for the first time in our fifty years' existence as a trade, the tobacco men throughout the United States presented a united front before Congress, and for the first time, speaking as one man, the trade secured the adoption of a revenue schedule endorsed by all branches and by all factions of the industry.

Price Readjustment

Our exceedingly cordial and mutually beneficial relation with the trade throughout the country touches very closely to what may fairly be considered the most impressive achievement of the Tobacco Merchants' Association during the year just past. That was the successful conduct by the Association of a national movement for the readjustment of prices upon tobacco products made necessary by the War conditions.

In that campaign, which was commenced in the middle of July and continued upon a scale that rocked the trade to its farthest foundations for a period of six weeks, over 600,000 pieces of mail matter were sent out, reaching directly and indirectly over 400,000 retail tobacconists throughout the country; twelve hundred leading tradesmen in sixty of the principal cities of the country volunteered to work with the Tobacco Merchants' Association as local committeemen; and not less than eight hundred local organizations of the tobacco and allied trades were brought into active participation in that movement. It was a sweeping, a conclusive and a permanent success.

It is scarcely necessary to attempt to describe what enormous benefit that campaign has brought to the trade. Not one other industry in the country was so sadly, so perilously and so irretrievably riddled by price-cutting as ours. The costs of production in every branch of our business were up to a high elevation; the prices governing the gross income of everyone in the

trade were apparently down to the lowest level, and on top of these conditions we were called upon to pay $60,000,000 of additional taxes. The success of that campaign probably spelled the salvation of our trade.

Our Convention

The success of our first convention held in Washington, D. C., in May, 1916, has aroused such interest in our annual gathering, which was to have been held in the month of May last year, that the entire tobacco industry of the country has been looking forward to that event with pleasurable anticipation and with considerable impatience.

It was therefore with sincere regret that owing to the crisis in our country, our Executive Committee deemed it advisable to postpone the holding of our annual convention to an indefinite date.

The Tobacco Merchants' Association being a National Association, with its membership spread broadcast throughout the country, our conventions must necessarily be attended by representatives from all parts of the land and hence it is a serious question whether it would be wise to call such a convention at this time under existing conditions and in face of the extraordinary difficulties that we must now endure in traveling, particularly over long distances. It is respectfully recommended that this matter be given due consideration.

Prompt Action and Efficient Service

Passing over, for a moment, the enormous financial economies that our association has effected for the industry and the individual services rendered our members, I believe that the institutional character of the Tobacco Merchants' Association has been abundantly and impressively illustrated. In this organization we have a vast semi-public, semi-industrial utility, the recognized authority of the trade both internally and in its multiplex relations with the Government and with the public.

The alertness with which this finely-balanced mechanism silently watches after the interests of the tobacco industry and the promptness and directness with which it acts, are literally cause for those who may not be intimately acquainted with its work to marvel. The progress of every measure, every influence, the most insignificant inquiry, whether from within the trade or without, is tended most solicitously and with almost unvaryingly beneficial result for our trade.

When leaf tobacco was inadvertently included in the presidential import embargo, that very day our headquarters were advised and for hours that afternoon our office was in constant communication with Washington by long-distance telephone, with the result that before the trade had any knowledge even of the existence of the embargo our special bulletins were in the hands of the members of this association affected thereby, advising them of the modification of the embargo, dispensing with the requirements to obtain a separate and individual license for each consignment of tobacco.

Similarly, when the sugar embargo was about to reach out to paralyze the production of smoking or chewing tobacco, etc., the Tobacco Merchants' Association was promptly on the job, so to speak, and before the very tobacco manufacturers themselves knew of what was about to come, all restrictions as to the supply of sugar needed for tobacco had been removed.

As still another instance of the immediate response which any member of this association may anticipate in the most perplexing problem, let me cite a case where precise and authentic scientific knowledge was put at the command of an inquirer.

A large cigar manufacturer telegraphed to the Tobacco Merchants' Association to ascertain whether cigars would be harmed by being stored in a warehouse containing large quantities of salt. As that inquiry necessarily called for scientific information, immediate communication was established by us with the Bureau of Plant Industry, Department of Agriculture, Washington, D. C., and the same afternoon a definite reply was telegraphed to the manufacturer. Not one tradesman in ten thousand, I will venture to say, knows what effect sodium chloride will have upon tobacco, but the Tobacco Merchants' Association found out promptly and completely from unimpeachable authority and so advised its member.

One of the most gratifying illustrations of the timely service of our association was provided in the special Treasury Department order, formally issued February 7, 1918, modifying a former decision to the effect that three-for-ten-cent cigars must be taxed four dollars per thousand, by agreeing with the views submitted by the Tobacco Merchants' Association that such cigars, if done up in packages or bundles, are taxable at three dollars per thousand as heretofore. Our representations to that end were made to the Internal Revenue Department last December, and a favorable regulation was granted. On December 24th, the members of this association were advised of this new interpretation of the law. It was not, however, until seven weeks later that the official regulation was first published. Within that period approximately three hundred million cigars of this class were made, and $300,000 was thus saved through the prompt action of this association.

In a large number of other instances, through the alert watchfulness of our organization, we have been able to anticipate for the trade both legislative action and administrative decisions affecting its interest. We have fully posted our members concerning new Internal Revenue rulings before the department itself had opportunity (in the great crush of official business with which it has been burdened during the War), to notify the District Collectors. We have warned the trade in distant States of legislation then pending in their General Assemblies, covering tobacco topics, that the tradesmen themselves in those commonwealths had not the slightest inkling of.

Membership and Resources

The growth of our institution from the point of numerical and moral support is indeed more than gratifying. From a membership of three hundred and twelve at our last convention, with nine affiliated associations, the Tobacco Merchants' Association has grown up to an organization of five hundred and six members, with a retailers' counsel of over one thousand members, and with seventeen affiliated associations.

The increase in our income is, however, by no means as pleasing as the growth of the association in point of membership.

The Tobacco Merchants' Association from its very inception has been conducted along democratic lines

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When A Contract Is Not A Contract

By Elton J. Buckley

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EVERY hour some business man is being induced to sign a contract—sometimes large interests depend upon it, too—which is wholly void for want of definiteness. It is unenforceable because there is no way to enforce it. A lot of things are promised which are stated so indefinitely that they simply could not be carried out. The victim discovers this when it is too late.

This kind of contract is not always written; it is very often verbal.

The matter is brought up by the following letter, which comes to me from San Francisco, Cal.:

"Wheeler, Wash.

Dear Sir: On December 14, 1916, a representative of the Factories Merchandise Co., of Chicago, called on me and induced me to sign a contract with them for one year. I paid him $25 and signed two notes of $37.50 which were to be eliminated by extra discounts on goods bought. Clause 5 of this agreement reads: 'That the net cost shown in our price-list to merchants will enable said firm to meet the general current prices of mail order houses on like merchandise with an average profit of from 10 to 35 per cent.'

They sent a catalogue to me and I compared it to the Sears, Roebuck catalogue and found the prices laid down in many instances higher than those of Sears, Roebuck.

Another part of the agreement was that they send 100 catalogues to me to be distributed to the trade. These prices they represented to me would compare with Sears, Roebuck and allow a good commission to me. After comparing the catalogues I wrote to the Factories Merchandise Co. asking that they cancel my contract and deduct from my cash payment of $25 all expense that I had caused them and return the balance with my notes. Also I asked them not to send the 100 catalogues. This they refused to do; stated they were getting out my catalogues and would ship them at once.

I have not received the catalogues, so could not do business for them if I wanted to.

(Signed) EDGAR DRY."

I am told that this scheme is not new. Several concerns are using it—purporting to sell retailers goods on a basis which will enable them to compete with the ever-present mail order houses. It is a good enough scheme if it will work, for there is hardly a line of merchandising today that is not feeling the influence of the mail order houses.

Let me say in the beginning that this correspondent is probably out the $25 cash he has already spent, and the value of the two notes, which will almost certainly be endorsed to some third party, who will proceed to collect them without regard to whether the correspondent would have a good defense if the Factories Merchandise Company had kept the notes and itself tried to collect them.

Now in my opinion this is one of those attractive contracts which, when analyzed, proves to be almost if not entirely unenforceable. Mr. Dry would get nowhere if he tried to enforce it, because there are so many holes in it—so many ways for the Factories Merchandise Company to escape, if it wanted to escape.

For instance the offer is to sell goods to the merchant so "that the net cost shown in our price-list to merchants will enable said firm to meet the general current prices of mail order houses on like merchandise with an average profit of from 10 to 35 per cent." Here are some of the holes:

1. The "general current prices" which the merchant is to be enabled to meet would be held to mean the *staple* prices, not the special prices on drives, which are the very prices that competing merchants want to meet.

2. To meet the general current prices "of mail order houses." What mail order houses? Not necessarily all, and not necessarily the very ones you want to meet.

3. "On like merchandise," opens the door wide to comparisons and arguments on all sorts of merchandise which would never get anywhere.

4. "With an average profit of 10 to 35 per cent." means nothing. "From 10 to 35 per cent." is not an "average," to begin with, and with the minimum and the maximum so far apart, and no attention being paid to the cost of doing business in the individual case, and the Chicago concern being careful not to say "net" profit, it would be totally impossible for anybody who signed this contract to pin the Factories Merchandise Company down to anything specific in a given case. I never heard of this concern before, and therefore am unable to express an opinion as to whether it knows of these holes in its contract. From the buyer's standpoint, however, the whole transaction is so loose that it would probably shake apart the minute somebody began to lean on it.

It is very, very foolish to pay in advance for a scheme like this.

Courts try hard to enforce contracts which some trusting individual has depended on, and possibly invested money in, but very, very often they are compelled to say, as one court did the other day, "We would not know where to begin to enforce this agreement."

For instance, a concern that made a business of auditing freight bills and collecting freight overcharges for shippers found in one case what it thought was an overcharge amounting in three or four years to several thousand dollars. It charged a monthly fee for its auditing work, but when it uncovered this possibility of recovering this large amount one of the firm went to the shipper and said, "See here. If we get this back, we think you ought to pay an extra fee, say 10 per cent. of all we get." The shipper was pleasant and reassuring. "You leave that to us," he said. "We'll take care of you." The auditing concern was

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Trade Acceptances In War Financing

By Beverly D. Harris

An Address Before The New York Leaf Tobacco Board of Trade

THIS nation is mobilizing all its forces to effectively prosecute the War.

The present is the supreme world-crisis of all time.

Therefore, I invite your close attention to these fundamental facts.

This nation is facing the largest tasks ever assumed by any nation.

The expansion, co-ordination and centralized control of our economic, industrial and financial resources present problems of gigantic magnitude.

This centralized control must necessarily be governmental.

Under these circumstances, the supreme responsibility of the management of the general banking situation rests with the Federal Reserve Board at Washington.

The Federal Reserve Banks, operated as a unit, under the control of the Federal Reserve Board, constitute the Government Bank of the United States.

The banking and credit reserves of the nation have a close relationship to the position and to the operations of the Federal Reserve Banks. In former times, the gold reserves of the nation, which constitute the basis of credit operations, were carried by the individual banks.

Under the Federal Reserve banking system, the banking power of the nation is being co-ordinated and unified. The nation's gold reserves are carried by the Federal Reserve Banks, and their consolidated statements reflect the credit and currency position of the country. The reserves of the member banks are represented primarily by credits on the books of the Federal Reserve Bank. Their secondary reserves consist of paper eligible for rediscount with the Federal Reserve Bank.

It is evident, therefore, that the amount of credit which the banks can extend depends upon the liquidity of their assets, the availability of those assets for rediscount, and the policies of management of the Federal Reserve Board.

The Federal Reserve Banks thus form a great centralized reservoir of available commercial credit, behind which are the government and national resources. This constitutes the greatest reservoir of available credit existing in the world.

The Federal Reserve banking system has been the salvation of this country in this crisis. I may go further and say it is the salvation of the world, for upon it depends the marshalling of our resources, upon the effective administration of which depend the destinies of all mankind.

If our tasks are huge, we may feel reassured by our basic conditions to meet them. We have about one-third of the gold money of the world, absolute control of gold exports, an assured heavy balance of trade in our favor, full employment of labor, inexhaustible raw materials and natural resources to make us practically self-supporting and inestimably greater than those of any other country; agricultural products of an estimated value of nearly twenty billions of dollars annually, an annual income estimated at fifty billions of dollars and the position on a large scale of a creditor nation. Our Federal Reserve Bank position indicates present reserves of approximately $1,750,000,000 gold, or approximately 65½ per cent. against circulation and 62½ per cent. against deposits, with a floating gold supply roundly of more than one billion dollars, which could be made available as a further basis of credit. These things combine to make our credit and economic position incomparably stronger than that of any other country.

Therefore, our credit base can be made to support such expansion of credit as may be necessary to the vital needs of the nation. At the same time, further expansion of credit at this time must be along lines determined by the policies of management of the Federal Reserve Board.

Bearing in mind these basic conditions, our immediate problems are those of *good methods* and *good management*, making it incumbent upon us all to effectively co-operate with the Federal Reserve Board. We need to bring our credit methods up to the highest efficiency in order to make commercial credit as liquid as possible, cut out lost motion, arrange our whole credit system for effective co-operation with our main credit reservoir through the Federal Reserve Banks, clearing credit against credit, in order to accomplish a maximum of business on a minimum of credit, to the end that legitimate commercial credit may not be curtailed, forcing unnecessary contraction and liquidation. We must bear in mind that through force of circumstances this nation is projected largely into the position of the World's Banker, the World's Work-shop, and a main reliance for food and raw materials, which, combined, will require an almost incalculable volume of credit. It is very apparent that credit must somewhere be curtailed, for the enormous borrowing needs of the Government must first be supplied, taking precedence over everything else. Next in order come the most essential industrial and commercial operations. Considerations of broad public policy will govern the Federal Reserve Board in the administration of banking credit, curtailing as fully as may be necessary credit for non-essential operations. Where and how the line will be drawn is going to depend upon the exigencies of the tremendously complicated situation ahead.

It is inevitable, under present circumstances, that the needs for corporate industrial capital requirements on a large scale must be supplied through centralized control, in which this discrimination will be exercised. If the bill creating the $500,000,000 War Bank becomes a law, with a possible credit expansion of four billion dollars, supported by the Federal Reserve banking system, it may mean an encroachment of great magnitude upon available credit reserves—how great we can only conjecture. It is inevitable also that the banks will have to absorb, from now on, government obligations to an extent which will require the utmost liquidity of resources in order to be in position to adequately provide for legitimate commercial needs.

With this in mind, I ask you, therefore, to concentrate your attention upon these fundamental facts.

1. *An unmatured commercial credit in negotiable form is a valid asset, convertible at once through our present banking machinery into* CASH OR AVAILABLE CREDIT.

2. Our credit methods should be standardized to automatically produce a type of credit instrument which will represent *distinctly actual sales of merchandise going into consumption and the terms of such sales,* thus bringing into existence an immense volume of self-liquidating commercial credit instruments of a *purely commercial type,* which show upon their face exactly what they are, and as such will be the more readily absorbed by the banks and the open market, because of a type in a class by itself—distinctly self-liquidating, of short commercial maturity and acceptable above all others to the Federal Reserve Bank, either from bankers or in open market transactions. As an instrument of this kind, fulfilling all these functions, creating an elastic credit currency, expanding, and contracting automatically, corresponding to the volume of legitimate commercial business, the ideal credit instrument is the commercial "Trade Acceptance." There is no mystery about them—they stand for what they are. This, of all forms of credit, is the one against which there can be the least discrimination.

Bear this large fact firmly in mind: that the Trade Acceptance *represents goods that have been actually sold.* A plain note may represent borrowing for any purpose, and does not necessarily represent transactions of a self-liquidating character, and may be borrowed against goods that have not or may not be sold, or are unsalable, or against book accounts of an unknown character or for speculation, or for diversion into outside enterprises, or for capital or plant account, or for purposes of an unliquid or of an obscure character.

Large interests have recently been apprehensive of finding themselves handicapped for needed commercial credit, owing to their extensive requirements. They were doubtful of the future, and they sought in certain instances to obtain absolute assurance of round amounts on bankers acceptances for a period of two or three years ahead, through the medium of syndicate operations involving a high rate of interest, making their paper in ninety-day periods under guarantee of renewal for the time mentioned. To establish a market for a large volume of such offerings, the underwriters have found it necessary to sound the attitude of the Federal Reserve Board as to the eligibility of such paper for rediscount, and have found it unfavorable for several sound reasons, of which it is only necessary to mention that it is regarded as really long time borrowing, not essentially self-liquidating, and of an inflexible and unscientific character as to rate, which would be a demoralizing element in the banking machinery. The necessity of such methods indicates a shortening of intermediate avenues of credit, which would be available if the paper were eligible for rediscount with the Federal Reserve Bank. Had these borrowers been in a position to negotiate with the same underwriters, on the other hand, to convert into cash the same stated volume of trade acceptances, for the same period of time, a very broad market could be developed for the latter, for reasons which I shall later endeavor to make evident.

Here let me impress upon you the fact that in our open-account system, merchants, in borrowing to carry their credit customers, are usurping the functions of bankers and carrying an unnecessarily heavy load. Is there a means at hand to remedy the situation and transfer the load where it belongs—to the bankers and through them to the Federal Reserve Bank? I think there is—the Trade Acceptance.

Let us suppose that, *as a war measure made necessary by the present crisis,* the various wholesale merchants associations of the country *should "take the bull by the horns"* and for that reason alone, utterly ignoring any discussion of the many other sound and excellent reasons which exist and are capable of demonstration, should join together forthwith and announce firmly that for this supreme reason, *hereafter all sales of goods for the period of the war must be closed on the basis of cash or trade acceptance.* Competent legal authority has ruled that such concurrent action is not subject to penalties under the Sherman Law. It can only be effectively done in that way—by combined effort and backbone on the part of the merchants themselves. If you wait for the bankers to do it it will never be done, for it is altogether a matter of selling terms.

If this could be done, what would be the result?

1. Credits arising from the sale of goods would not be locked up until maturity or indefinitely, but would take the form of negotiable credit instruments of the most liquid type, commanding the broadest possible market. Locally, they would be absorbed by banks, the open market, and the Federal Reserve Bank.

2. The banks, the Federal Reserve Banks and the open markets of the whole country would furnish a broader market.

3. They would constitute an ideal means of settlement between the respective Federal Reserve Banks under the management of the Federal Reserve Board, in lieu of settlements through the gold settlement fund on occasions when the general situation requires lightening the load on one district and distributing it among the Federal Reserve Banks in the other districts.

4. It would be an ideal type of instrument for the investment of the funds of country bankers, particularly where the acceptors are merchants of standing scattered over the country, whose home banks would be glad to buy their paper when in available funds, especially so if reinforced by the additional strength of the selling firm on the paper and the knowledge that this double-name paper carries with it prima facie evidence that it represents the sale of goods out of which the debt is to be liquidated, and is not borrowing for operations of an obscure character. The bank holding a trade acceptance knows that it can be immediately converted into cash at the Federal Reserve Bank; *also,*

the purchasing bank is permitted, when in surplus funds, to invest in trade acceptances without reference to its loan limit, whereas it can lend not exceeding its loan limit to any one borrower. Innumerable small banks have surplus funds out of all proportion to their loan limits. It will be seen, therefore, how broad the market could be made for the absorption of such credits.

5. Further, the Federal Reserve Banks are permitted to buy trade acceptances but not plain paper in the open market, and have made a preferential rediscount rate on them to member Banks in recognition of their desirability. By virtue of this function the Federal Reserve Banks can directly relieve a tense local situation, and more equally distribute the burden of the country's business through the rediscount, under the general management of the Federal Reserve Board, of paper of this character between themselves. An arrangement which might prove practical would be to rediscount with the Federal Reserve Bank of each District the paper of firms in that District.

In such times as the present, the country as a whole cannot participate equally in some of the larger financial operations, the burden of which concentrates at the principal centers, particularly New York, which is the country's great security market and the principal center of export and import transactions, as well as of governmental financing and domestic credit operations, intimately concerning the whole country.

There are times and seasons of extreme demands on these centers, as when we are financing the movement of the country's crops abroad or the importation of goods for national consumption, or when securities from other parts of the country or from abroad are sold in our markets and the proceeds drawn against, creating conditions in which it is desirable that the Federal Reserve System should operate, as was intended from its inception, as a unit; that is to say, as a Government Bank, distributing through the medium of the Federal Reserve Board the burden of the nation's business, assigning to each Federal Reserve Bank that portion of the task for which it is best qualified, in order that no legitimate activities may be curtailed.

6. In times of stress, the merchant could use the trade acceptance to advantage both in buying and selling. In fact, the war creates a condition where sound reasons of public policy may exist for so doing, and if all merchants alike *give* as well as *require* trade acceptances, the practice would operate to remove apprehension of any impairment of credit on the part of a firm giving a trade acceptance. The expediency of giving trade acceptances is in all cases a matter of individual determination, which would be governed by money tension, restriction of credit, relative interest rates, cash discounts, and similar conditions.

7. Assuming that the selling merchant in a given city, under such conditions finds it expedient, profitable or desirable to give an acceptance in a certain transaction in lieu of cash, to a merchant in another city, the merchant to whom the acceptance is given would ordinarily discount it with his home bank. But if it should happen that money is more plentiful or rates lower in the city of the buying merchant, it might be profitable for the latter to arrange for the discount of the paper at his end and settle in cash with the seller, subject to such a cash discount as may be reasonable and fair under the circumstances. As a war measure, the burden of financing large operations under this system may be distributed over the entire country, relieving the excessive burdens on main centers and placing the entire financial resources of the country effectively behind banking and credit transactions, thus realizing maximum efficiency and a minimum of tied-up capital and fully utilizing the functions of the Federal Reserve Banks, through which such credits would be largely cleared against each other.

When the trade acceptance is paid, there are a debt and a deposit cancelled. There is no inflation, because the acceptances are based on goods going into consumption. Imagine ten men sitting around a table. The second says to the first, "You owe me $10, pay me." Payment is made with a $10 bill. The third says to the second, "You owe me $10, pay me." And the same operation is repeated all round the table. $100 worth of debts are cancelled with a $10 bill. The same able-bodied $10 bill can go on indefinitely cancelling debts. Substitute the Federal Reserve credit for the $10 bill: the principle is the same. The main thing is to organize your self-liquidating credits to connect up with the Federal Reserve Bank.

The Federal Reserve Bank System is something on the order of a national clearing house, and the results would be similar in some respects to clearing checks through the clearng houses. Could you imagine the amount of cash which would be necessary to effect the country's daily settlements without clearing house system? The increased efficiency through this standardization of credit might be compared to standardization of models and parts in manufacturing. The employment of the trade acceptance is the "jiu jitsu" of commercial finance.

There will be dire forebodings of overtrading, bad management, too great expansion of liabilities, perhaps kiting, accommodation paper, and other objections. As a matter of fact, as in the sale of paper through brokers in the open market, it will be altogether a matter of good management, scrutiny and information. Credit relationships, in the last analysis, are based upon this, knowing with whom you are doing business and confidence. Under experienced observation, devious methods will not go far. Under this, or any system, the bankers risk is predicated upon the good management, conservatism, financial responsibility and integrity of the borrower. Without these, under any system disaster will follow. No system affords better basic conditions of commercial credit or of observation and scrutiny.

The use of trade acceptances abroad is as old as the hills, and has satisfactorily stood the test of time in banking and open market transactions in the leading European countries where credit standards are on the highest plane.

To the banker, the trade acceptance has the merit of keeping in view the character of credit operations into which his money is going, distribution of the risk, *prima facie* evidence of liquidity and immediate availability for rediscount.

(Continued on Page 20)

Why You Should Stock

BICYCLE PLAYING CARDS AND CONGRESS PLAYING CARDS

YOU SHOULD stock Bicycle and Congress Playing Cards because they most perfectly meet the needs of your customers and your customers *know* it.

The cards are right. Both brands show distinctive workmanship. Noted for their easy dealing qualities, they never gum or stick, but give entire satisfaction for the longest time.

The prices are right. Considering their quality, both brands retail at an unusually moderate figure.

Bicycle and Congress Playing Cards sell themselves. Continuous advertising over a long period of years has acquainted every customer with their excellence. Card purchasers enter your store with a definite idea that they want one or the other of these brands and usually *stay* to purchase other articles when they get it.

Has Edith a trump?
LOOK at her face and see. A game of cards now and then not only provides excellent inexpensive recreation but develops your ability to read facial expression. With our new book of official rules at hand to guide you in any game and a pack of
BICYCLE PLAYING CARDS
to make the handling of the cards as easy as walking or talking, you are equipped to get the utmost in recreation and mental stimulation out of every round of cards.
CONGRESS PLAYING CARDS are for social play. Full color art backs with gold edges, like a volume de luxe. Ideal for prizes and gifts.
Send for this Book today. Gives the latest rules of over 200 games including Pirate Bridge. Authoritative. Practical. Helpful. Send 20 cents in stamps for a copy. Illustrated catalog of all kinds of playing cards and supplies free. Address
THE U. S. PLAYING CARD COMPANY
Cincinnati, U. S. A., or Toronto, Canada
Department——

Stock Bicycle and Congress Playing Cards. At no time is the investment large, but the percentage of profit is great. It costs little to try them out.

Write today for price-list and sample backs.

The U. S. Playing Card Co.

Cincinnati, U. S. A. :-: Toronto, Canada

Dept. 6

The illustration shows in greatly reduced size one of the most potent reasons why you should sell Bicycle and Congress Playing Cards. It is only one of a series and will appear shortly in the influential magazines of the country.

War Problems and How to Meet Them

Keeping Up With The Market

By G. D. Crain, Jr.

Copyright 1917, by G. D. Crain, Jr.

ONE of the most difficult features of the war merchandising situation is that involved in the unsettled market conditions in practically all lines, and for practically all commodities.

Prices never remain absolutely unchanged, of course, but the range within which they fluctuated before the war was relatively narrow. During the course of a season there was little necessity for repricing because of marked changes in the market situation.

This meant that a merchant could buy in a leisurely way, and that his chief risk was in carrying over goods which might prove later on to be less valuable because of changes in design. But as a general proposition, the market situation was one that offered few difficulties in the buying and pricing of merchandise.

For that reason most merchants put their greatest emphasis on selling methods. Getting volume was the big desideratum. The quick turn-over was the goal sought by every device.

Selling is still important, and always will be, but just at present buying is much more so, "Well-bought is half sold," and nowadays good buying is necessary if the merchant is to remain in the game on the proper basis.

Price is the big feature to which most of the study must be given.

The general tendency of the market, of course, has been upward. This has been due not only to increased prices for material, though that is a basic factor which could not be disregarded, but also to the uniformly high cost of labor. There is not an industry in which higher labor costs have not played a big part in forcing up the price of the goods to the merchant and to the consumer.

This has been a favorable condition from one respect. That is, the merchant who has put goods into stock has had fairly good assurance that he had good property on hand, and that any change in value would likely be an appreciation. In other words, he has been buying, as a rule, on a bull market, and the general tendency has favored him.

But the merchant buys not to keep, and not for the purpose of taking a speculator's profit. He buys to sell again, and to make a merchandising profit. Should he, then, price his goods on the basis of current fluctuations, or should he price them according to their invoice values, and give the consumer the benefit of any upward movement which might occur during the time preceding his next purchase?

This is not such a complicated question as it might seem. It is complicated only when studied as a matter of ethics. Considered in the clear light of practical business necessities, there is only one answer.

The merchant, of necessity, must replace the stocks he sells with other goods. Furthermore, he does not buy an entire season's stock at one time, but must go into the market from time to time as his lines become broken.

It is obvious that on goods which are bought at a higher price, this must be the basis of pricing to the consumer. Yet it is equally evident that all goods of the same kind must carry a uniform price. The only conclusion is that as prices advance, goods must be marked up accordingly, so that the stocks of the merchant at all times may be in line with the market.

That this is the correct policy is suggested, at least, by the plan of one of the leading department stores of Chicago, which is known all over the country for its high-grade methods. Its goods are marked up at inventory time to the market quotations. Since the war started, one of these "mark-ups" netted an increase in value of $1,000,000. This, of course, was on a huge stock, covering every conceivable line of merchandise. But it shows that adjustment of the prices to the requirements of the market brings a heavy expansion in values.

It might be contended, from a purely academic point of view, that this is an "unearned increment" to which the merchant is not entitled. But is this strictly true? In the event that the market had sagged, carrying prices downward to the same extent, would not the dealer have been compelled to make a similar readjustment, only in the other direction? Competition and other factors would have compelled him to do so, and the result would have been a loss in values instead of a gain.

If the merchant must bear the brunt of reduced market values when the change in prices goes against him, why should he not be entitled to the gain when he is favored by the fluctuation?

The condition is almost exactly like that of the stock and bond broker. If a customer comes in and buys Steel Common at 90, and later on orders additional stock of the same company, he does not object to paying 92, provided the market has advanced in the interim. On the other hand, if the current quotation is 87, he would expect that price, just as the consumer who knows that the price of cotton has fallen expects to see this reflected in the lower prices of cotton goods.

It is poor business to wait until new stocks are purchased before marking up, if price conditions justify the advance.

It is only common sense and self-protection to take advantage of a change in the market which creates a legitimate opportunity for an increased margin.

This is the most important aspect of the price situation.

A DADDY HE CAN BRAG ABOUT

Now, all you boys in olive drab,
Come smoke a good luck pipe with me,
I'll read your fortune in the smoke
An' tell you all the things I see.

I see three kiddies, plain as day—
One says "My pa owns everything.
A million million dollars, too."
The other says "My pa's a king."

An' then the littlest kid of all
Swells up until his buttons tear—
"Shucks, they ain't in it with my dad!
Why, fellers, he fought Over There!"

Here's luck, you boys in olive drab,
Good fortune bring you safely out
And give some littlest kid some day
A daddy he can brag about.

Velvet Joe

Velvet advertising is more important than ever for the dealer this year. It is telling your customers that Nature-Matured Velvet in the tin is selling at 10 cents—a big thing to consider in these days of increasingly high prices. Full pages in the great national weekly and monthly magazines are telling the Velvet story now.

Jap Monopoly Raises Prices

Tokyo, Japan.

FOR two reasons, it is announced—the rise in the cost of materials and to increase the revenue of the Treasury—the Japanese Government has raised the prices of various kinds of tobacco prepared by the Monopoly Bureau. The new charges began the first of the month, causing a general increase of about 20 per cent. in the cost of cigarettes and other forms of tobacco.

The prices of materials used by the Government factories in preparing tobacco have risen by about 60 per cent., compared with the prices before the outbreak of the war, says the statement issued by the Finance Office. In the current year, however, the Government did not suffer greatly from the high prices as it had purchased a large stock when prices were low.

In its general budget for the next fiscal year, the Government has many measures to meet the changed conditions arising from the war, and needs an increase in the revenue of the Treasury. So it was planned to increase the revenue from tobacco as well as some other sources, says the statement.

In raising the prices of tobacco, however, the authorities concerned considered two points—that the increase in prices should not affect the general returns of the bureau and that it should not cause suffering to the lower classes. The prices of cheap kinds of tobacco, for instance some cut brands, which are most popular with the lower class people, are left untouched, says the official statement.

The statement finally says that after the raising of the prices, the sale of tobacco may decrease more or less, but will soon return to its normal condition, as was the case at the time of the last advance.

BIG INCREASE IN MANILA CIGAR EXPORTS

Exports of cigars from the Philippine Islands greatly increased in 1917 as compared with previous years, according to a statement from the War Department, owing chiefly to the growing American demand. The statistics secured by the Bureau of Insular Affairs show that the total exports of the islands, under war prices and increased production, were higher than ever before—$95,604,307—and exceeded by $26,000,000 the exports of 1916, the former high year.

The import trade of the islands during 1917 amounted to $65,796,074, the largest value ever recorded, and exceeded by $20,000,000 the import total of 1916, the former low level. Though import quantities were, in a number of instances, larger than in the previous year, soaring prices were a conspicuous element in the exceptionally large total.

The diversion of Philippine trade to the United States was a feature of the year's returns, 57 per cent. of the value of all imports being of American origin, while 66 per cent. of all exports were to the United States, in comparison with 50 per cent. of imports and 51 per cent. of exports in the previous year.

C. L. L.

Trade Acceptances

(*Continued from Page 16*)

The commerce or banking of a nation cannot proceed on better fundamentals. The trade acceptance and banker's acceptance are ideal units in both domestic and foreign interchanges of credit. The trade acceptance is the last and final accomplishment to bringing our credit and financial machinery to full effectiveness. It is the appointed instrument of credit regeneration, and healthier and more scientific economic and business standards.

Let there be no confusion of thought about this. I am not advocating the abolition of cash payments. The buyer should, by all means, be encouraged to finance himself and pay cash. Our system of cash discounts, with some modifications and adjustments, is probably sound in principle and likely to be continued. Single-name paper will not be driven out of existence. It has its uses. But the great government banks of the world discriminate against plain paper and invariably require two names or more. The foundation of their credit or currency operations is the Commercial Bill of Exchange—bankers acceptances or trade acceptances representing strictly liquid and clearly-defined commercial transactions. The thing radically requiring a change is our open-account credit system—expensive, antiquated, unscientific, cumbersome. *The adoption of the trade acceptance is primarily a matter of trade and selling terms. It will never come into universal use until selling terms are universally changed to require that an account shall be closed either by cash less cash discount or by trade acceptance.*

In times of normal easy money conditions, we are prone to follow the line of least resistance. Radical innovations are unsettling and difficult of accomplishment. It is in a great war emergency like the present, when excessive burdens must be well distributed over a broad area, and limitations are placed upon credit, that we come to a full realization of the true value and efficiency of the trade acceptance, scientifically employed, as a means of opening latent avenues of credit which would otherwise be unavailable, and bringing the entire banking power of the country to the support of the general situation.

AVIATORS SMOKE IN THE AIR

LOVERS of my lady Nicotine will chance much for her sake, according to all reports, for, according to Lieutenant R. A. Hersey, of the British Flying Corps, who has been making daily exhibition flights in Washington, the aviator is as fond of his smoke as his brother on the ground, albeit lighting a cigarette a thousand feet in the air, with a gasoline tank beneath one's feet is not the safest stunt that has been devised.

"Up in the air, though, a fellow feels just as much like smoking cigarettes as a man down on earth," declared Lieutenant Hersey. "Of course, it is not so easy to smoke while running an aeroplane as it is lounging in a chair, or even while running an automobile, but nevertheless one has the desire, just the same, and there are many of us who indulge our longing.

C. L. L.

Stop! Look! Listen!

This is the psychological moment for you to begin to use domestic wrappers. The condition of the imported wrapper market is dangerous. If you don't look out you will work another year for nothing, or perhaps at a loss.

$1.85 per pound duty; labor higher than ever; fillers and binders higher than ever; and imported wrappers dangerously high; these facts spell---NO PROFIT FOR YOU---unless you use

Connecticut Shade Grown or Georgia and Florida Wrappers

American Sumatra Tobacco Company

142 Water Street, New York

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES

CHARLES J. EISENLOHR, Philadelphia ..... President
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Meeting 4th Tuesday of each month at Hotel McAlpin.

—IF—

You want to sell a factory

You want to buy a factory

You want a partner

You want to sell machinery or equipment

You want to buy second-hand machinery or equipment

You want to sell scraps, cuttings, etc.

You want to buy scraps, cuttings, etc.

You want superintendents, foremen, etc.

You want to reach manufacturers, jobbers, retailers, clerks and salesmen, try a classified ad in

The Tobacco World

New Job For Red Cross

RED CROSS women at the canteens in France are acting as cicerones to our soldiers who, through their lack of knowledge of the French language, are finding it hard to buy tobacco and other articles, according to a statement from the American Red Cross.

"The American soldier in France is a good fighting man," declare the officials of the Red Cross. "But when he faces the French shopkeeper—that quick-tongued, sharp-eyed little woman who keeps the till as full as she can while her husband fights—he is glad enough to have an American woman beside him.

"So the Red Cross women at the line-of-communication canteens have a new job. They take the boys out shopping.

"There are a string of towns along the railroads where it is a common sight now to see a hundred American soldiers hurrying about the streets, using their precious hour or so, while they wait for connections, in laying in a stock of tobacco or food or sweets. And heading a group of a score here and a dozen there, you will see an American woman, shepherding the whole crowd like a new kind of non-com.; marching them into the shops, translating their wants into shopkeeper's French, counting their change for them, and generally serving as guide, interpreter and guardian. There is usually a group of youngsters bringing up the rear, chattering and giggling and scrambling now and then for the coppers that the soldiers throw among them."

Imports of Manufactured Tobacco

OUR imports of manufactures of tobacco continue to increase steadily, according to figures secured from the Department of Commerce, the total for the year 1917 being $7,339,785, as compared with $5,744,417 in 1916, and $4,447,586 in 1915.

Cigars and cheroots imported from the Philippine Islands continue to increase, a big gain being registered for 1917. The total imports for last year were 2,776,352 pounds, valued at $3,275,516, against 1,613,921 pounds, worth $1,933,662, in 1916 and 945,380 pounds, with a value of $1,236,209, in 1915.

Cigarettes imported from the Philippines also gained considerably, the 1917 total being 21,279 pounds, valued at $14,615 against 14,033 pounds, valued at $9410, in 1916, and 14,786 pounds, valued at $13,041, in 1915.

Cigars and cheroots imported from other sources increased slightly. Import figures for 1915 were 511,964 pounds, valued at $3,012,807, which increased the following year to 579,131 pounds, valued at $3,620,967. Another increase in 1917 brought the total up to 594,857 pounds, valued at $3,849,771.

Cigarettes imported fell off about $6000 in 1917, the weight being greater, however, than for the previous year. Total imports for 1917 were 16,643 pounds, valued at $39,268, as compared with 12,461 pounds, valued at $45,080, in 1916, and 76,883 pounds, valued at $76,824, in 1915.

Imports of all other manufactures of tobacco, which had increased from $108,705 in 1915, to $135,298 in 1916, made another gain last year, to $160,615.

LUCKY STRIKE Cigarette—a new flavor. It's toasted. Toasting holds the Burley flavor and adds to it. You don't eat raw meat. You don't drink raw coffee. You prefer toast to soggy bread. 95 per cent of your food is subjected to heat before you eat it, because the heating adds to the flavor and improves the taste. Like the greater part of the food which you place in your mouth, LUCKY STRIKE Cigarettes are subjected to heat. THEY'RE TOASTED. Toasting holds the Burley flavor and adds to the taste.
LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES
LUCKY STRIKE
The Real Burley Cigarette
It's Toasted
10c
a package

GUARANTEED BY

The American Tobacco Co.
INCORPORATED

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
GENERAL OFFICE FACTORY WAREHOUSE
222 PEARL STREET TAMPA LEALTAD 129
NEW YORK FLORIDA HAVANA

Just the place for TOBACCO MEN
HOTEL LeMARQUIS
12 EAST 31st STREET, (4 doors from Fifth Avenue)
NEW YORK CITY
In the heart of the Wholesale District, two blocks from Pennsylvania Station; five minutes from Grand Central Station.
The most central American plan hotel in the city. Rooms with private bath and meals from $3.50 a day, or from $2 a day without meals.
Illustrated booklet and guide map of New York sent on request if you mention Tobacco World. Address John P. Tolson, Mgr.

T. M. A. President's Report

(*Continued from Page 12*)

and the amount of dues to be paid has been left entirely to the discretion of the individual members. Unfortunately, however, quite a number of our members, apparently appreciating the value of our association, but not realizing the expense of maintaining such an institution, have fixed their dues at a purely nominal amount hardly sufficient to cover the postage on the bulletins, etc., forwarded to them in the course of a year.

While, perhaps, such a policy might have been justified during the period of "watchful waiting," this has long since passed, and we believe that the time has come when we may justly ask our members to contribute substantially to the support and maintenance of our association.

Needless to say, to do the work that we are doing, and to be in a position to furnish our members with reliable and up-to-the-minute information in regard to all matters affecting the industry, requires the maintenance of an elaborate and well-equipped office, with an adequate and proficient staff, and the employment of various agencies in all parts of the country engaged in the gathering and furnishing of information, all of which is indeed costly.

However, step by step, our members, who have originally subscribed for nominal dues, are voluntarily increasing their contributions to more adequate amounts, and there is reason to hope that, with the continuation of the splendid services that the Tobacco Merchants' Association is rendering and the due appreciation of this by its members, as well as by the trade in general, adequate financial support will come.

Conclusion

In making this report, I terminate two administrations as your president regretfully but unavoidably. After determining some years ago never to resume my long-time activity in the tobacco trade, I eventually saw the merit of this great undertaking in which we all have been so unselfishly engaged, to give the tobacco industry a national, living, active organization for all the future, and I was prevailed upon to become its president.

My terms in office have been a source of enduring pride and pleasure; I have come to know all who were once my competitors as man to man; and so each of us has known and learned to respect and admire his fellow members. I resign the presidency of the Tobacco Merchants' Association of the United States in full confidence that you cannot do more and will not do less than accord my successor that full measure of loyalty and complete confidence it has been my pleasure to receive.

Distribution of the "Mozart" cigar in Indianapolis territory will be handled through the Eisenlohr Cigar Company, it is announced.

About Contracts

(*Continued from Page 13*)

successful in collecting a large sum, and called on the shipper to make good his promise. "We don't feel that we owe you anything," he said. "That was part of your monthly service." The auditing concern went indignantly to its lawyer, but was advised that the shipper had made no enforceable contract to pay it anything extra; that it should have insisted on a written agreement.

A wholesale concern called one of their salesmen in one day and said they were thinking of giving him a bonus if he sold a certain amount of goods in the year. The year passed, the certain amount of goods was sold, and the happy salesman went in one day to collect his bonus. "What bonus?" "Why the bonus you said you were going to give me if I sold so much." "We never offered you any certain bonus; we did think about it but we changed out minds." The salesman, resting under a strong sense of outrage, consulted counsel, but was told at once that there was nothing to sue for. Even if they had made a definite promise, it would not have been enforceable without an amount being stated.

"Put it in writing so I can see how it looks," is a good rule for these verbal promises. And as for the written ones, before you sign one, study it a bit to see how you would go to work to enforce it. Unless the man you are dealing with is binding himself to do a definite thing in a definite way within a definite time, don't sign the contract.

BIG DECREASE IN CIGARS IN DECEMBER

The following comparative data of tax-paid products indicated by monthly sales of stamps is obtained from the Statement of Internal Revenue collections for the month of December, 1917:

Products		Dec. 1916	Dec. 1917
Cigars (large), Class A,	No.		106,848,867
Cigars (large), Class B,	No.		352,068,056
Cigars (large), Class C,	No.		127,889,688
Cigars (large), Class D,	No.		1,471,386
Cigars (large), Class E,	No.		2,120,694
Total,		691,733,163	590,398,691
Cigars (small),	No.	67,489,200	74,317,876
Cigarettes (large),	No.	2,853,050	3,756,539
Cigarettes (small),	No.	1,969,319,760	2,316,901,570
Snuff, manufactured	Lbs.	3,167,769	2,653,401
Tobacco, chewing and smoking,	Lbs.	33,082,917	30,327,877
Playing cards,	Packs	3,819,365	1,693,748

Henry Toplitz, of the Pasbach-Voice Lithograph Company sales force, has recently announced his engagement to Miss Mildred Hart.

Cigarmakers of New York are again on the warpath. According to newspaper reports, 16,000 were out on strike on the 27th.

BOLD
the cigar
"ABOVE ALL"
is of such high character and so conscientiously maintained that they never fail to please and satisfy, and never fail to hold the consumer.
BOLD
SIX CENT CIGAR
Bobrow Bros. Phila.

DEALERS
There's a Big Demand for
FLOR DE MELBA
The Cigar Supreme
They're quite a bit better than others. All popular shapes.
Sell for 3 for 25c, 10c straight, 2 for 25c, 3 for 50c and 25c straight.
Our national advertising helps you sell FLOR DE MELBAS.
Thousands of satisfied FLOR DE MELBA smokers help you increase your business.
See your jobber now, or write us
I. Lewis Cigar Mfg. Co. - Newark, N. J.
Largest Independent Cigar Factory in the World

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
New York Office; 203 W. Broadway

TURKISH CIGARETTES
CADO COMPANY, INC.
145 Lafayette Street - New York City
BRANDS { Fifty-Six - - - - - 10 for 25c
Cado - - - - - 10 for 15c
Water Lily - - - - - 20 for 15c

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.
LIVE DISTRIBUTORS WANTED

Cork Tips Cork Bobbins
BOUCHER CORK & MACHINE COMPANY, Inc.
122-232 WEST 18TH STREET NEW YORK

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

BENEFITING BY EMPLOYES' BRAINS

THE writer once talked with a big country store dealer and during the interview suggested that he subscribe for a trade paper. The dealer said that he already had more work to do than he cared for and that he didn't want to take up the time to read a trade paper.

"Don't read it," returned the writer. "Give it to your head clerk to read. Why do all the work in the store yourself?"

"He's right, Bill," said a traveling man who had been listening to the conversation. "You have two or three good men out there in your grocery department and you might as well make use of them instead of working yourself to death."

The above is one way of running a business, but now read the following regarding the Suggestion System of the National Cash Register Company:

Back in 1894 a man walked through the National Cash Register Foundry. He noticed a workman cleaning castings who seemed fitted for more skilled work. He asked the man why he didn't think up better ways for doing his work and suggest them to his foreman, thus winning promotion.

"It wouldn't do any good," said the man, "the suggestion wouldn't get beyond the foreman."

The man who walked through the foundry was John H. Patterson and naturally the incident set him thinking He realized that it didn't make for business progress to let unprogressive foremen kill the good suggestions of their helpers. The result was the establishment of the suggestion system—one of the most valuable contributions the National Cash Register Company has made to American industry.

Back of the suggestion system are two big ideas:

1. That every employee should have access for his ideas to higher officials of the company.

2. That a company with 5000 employees is mighty shortsighted to depend for ideas on twenty or even one hundred brains, when 5000 are at hand ready and willing for service.

gestion system to be copied in thousands of fac-

It is these two truths that have caused the sug-tories, transportation companies, and stores throughout the world.

All suggestions, whether they come from Dayton or from the field, are handled through the Suggestion Department, of which R. O. Bloom is the head. This department receives the suggestions, copies them, and sends a copy, without signature, to the head of the department with which the suggestion is concerned. The head of this department then answers the suggestion, stating whether it is adopted or rejected and why. A committee passes upon the relative value of all suggestions received. Persons making suggestions always receive copies of the replies to all suggestions they put in.

Now, Mr. Reader, are you capitalizing the ideas of your employes? Are you showing them that you expect to improve your business by the use of their brains? Or are you modestly supplying all the brain material for your business and complaining of being overworked as did our country merchant friend?—*Western Tobacconist.*

New T. M. A. President

(*Continued from Page 7*)

"To form a national organization of tobacco men in this country was indeed a most difficult task. Remembering as we do the disorganized condition of the industry and the spirit of bitterness, antagonism and personal hostility and the feeling of fear, suspicion and apprehension that have for many years *pervaded* the industry from one end of the land to the other, we must realize that to bring about industrial peace in the tobacco trade and to link together the various factions and different elements of our industry within the common bonds of one organization required the leadership of a man who enjoyed the confidence and could command the respect of all, a man who was absolutely and truly independent, affiliated with no faction and connected with no class, who has had no axes to grind and who could keep severely apart from all movements arising out of factional antagonism or inspired by selfish motives. It was our good fortune to find such man at the very birth of the T. M. A. in the person of Mr. Jacob Wertheim.

"In accepting the *stewardship* of this organization and in steering it through the dangerous period that all new organizations must pass from the time they emerge from their cradles until they grow into manhood, after he had retired from active business life to devote his time and his energy to philanthropic and charitable activities, Mr. Wertheim has made a sacrifice and has rendered a public service for which this association and the entire tobacco industry owe him a debt of everlasting gratitude.

"It is only proper, therefore, that we should upon this occasion of his retirement show our appreciation and express our gratefulness for the magnificent service that Mr. Wertheim has rendered in some suitable and lasting fashion.

"To perform that function on behalf of the association, I am fortunate enough to have been assigned the honor of presenting Mr. Wertheim a set of resolutions unanimously adopted by our board on behalf of the Tobacco Merchants' Association, and I ask you, Mr. Wertheim, to accept these resolutions as a token of our high esteem and of our genuine appreciation of the great services that you have rendered us and as a manifestation of our sincerest wishes that you may continue to enjoy your career of public usefulness and public *benefaction* for many years to come."

Mr. Wertheim was agreeably surprised and very much touched by the presentation and made an eloquent speech thanking the association for the honor, and appealing to the Tobacco Merchants' Association and the entire tobacco industry to forego all business advantages and overlook all selfish interests incompatible with the successful prosecution of the war, and to make every effort and give the best that is in them for the benefit of the country and in behalf of the great cause of democracy for which the nation's blood is now being shed.

This speech was received with tremendous applause.

After it had subsided, Mr. O. J. Gude, of the O. J. Gude Company, New York City, made a ringing speech of the Council of Supply Houses and By-Products Auxiliary of the Tobacco Merchants' Association, of

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which he is Chairman, complimenting Mr. Wertheim upon the great philanthropic and charitable work that he is doing and indorsing Mr. Wertheim's appeal to the tobacco industry for more active co-operation with the Government in the prosecution of the war.

Mr. Gude was followed by Mr. Asa Lemlein, of the E. H. Gato Company, who is a life-long friend of Mr. Wertheim, and who stated that he has always looked upon Mr. Wertheim as his father, and that he for one, was willing to follow Mr. Wertheim wherever he might lead.

At the conclusion of the luncheon, it was apparent that the spirit of enthusiasm which the directors had brought with them from the board meeting had been imparted to the guests as well, and that there was a unanimity of confidence that the end of the current year would find the Tobacco Merchants' Association still nearer its goal of perfection, with enlarged facilities, increased membership, and a record of prompt and efficient service that would call forth the admiration of those within as well as those without the trade.

LEAF EXPORTS FALL OFF

EXPORTS of leaf tobacco during 1917 were lower by 200,000,000 than those of either of the two preceding years, according to the reports of the Department of Commerce, the value being $7,000,000 lower than the total of 1915, and $17,000,000 lower than that of 1916.

Total exports of leaf during 1917 amounted to 254,226,648 pounds, valued at $45,541,112, while in 1916 the total had been 477,407,864 pounds, valued at $62,628,459, and in 1915, 428,296,878 pounds, valued at $52,154,872.

This great loss was caused, in great part, by the falling off of exports to the United Kingdom, which dropped 109,000,000 pounds in 1917, with a monetary decrease of over $13,000,000. Other countries to which less leaf was shipped in 1917 were Denmark, which dropped $2,000,000; the Netherlands, which dropped $8,000,000; Hongkong, which showed a decrease of $1,000,000; and Norway, Portugal, Sweden and Japan. Exports to Australia increased $500,000; those to China nearly $1,000,000; to Canada, $700,000; to Spain, $2,000,000; to Italy and France about the same; while other countries showing slighter increases were Switzerland, Mexico, Argentina, Japan, British West Africa, French Africa, and the unspecified countries.

Exports of stems and trimmings showed a tremendous decrease, falling from 6,547,241 pounds, valued at $204,581, in 1916, to 475,780 pounds, valued at $32,740, in 1916. The exports of 1915 were 5,376,019 pounds valued at $308,620.

C. L. L.

A. Winter, executive head of M. Perez Company, manufacturers of the "Pinzon" cigar, died recently. He was eighty-one years old and had been ailing for some weeks.

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Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

320:—40,525. For all tobacco products. February 8, 1918. Perkins Bros., Bowling Green, Ky.

MELLOW AS MOONLIGHT:—40,528. For all tobacco products. February 19, 1918. S. Monday & Sons, Brooklyn, N. Y.

#75:—40,529. For cigars. February 23, 1918. Davis Cigar Co., Detroit, Mich.

TRANSFERS

PLENTIUS:—16,029 (Tob. World). For cigars, cigarettes, cheroots, smoking and chewing tobaccos. Registered August 27, 1908, by George Schlegel, New York City. Transferred to Cien Porciento Co., New York City, February 7, 1918.

CANCELLATIONS

TRES-POR:—40,519. For all tobacco products. Registered January 25, 1918, by E. A. Kline, New York City. Cancelled February 7, 1918.

CORRECTED PUBLICATION

DO-U-WORRY:—40,522. For cigars. Registered February 7, 1918, by Alvarez Cigar Co., Montgomery, Ala.

DOMINICAN TOBACCO FOR FRANCE

French steamers called at Puerto Plata, Dominican Republic, in January and loaded 1,165,575 pounds of tobacco, valued at $104,300. This tobacco, which was intended for the French Regie, was carried to Fort de France, Martinique, whence it was transshipped to St. Nazaire, France. Some of this tobacco had been stored there for the past year owing to lack of transportation.

These are the first shipments of tobacco to be made from Puerto Plata to France via the Island of Martinique.

TAKING THINGS SERIOUSLY

Keep your sense of humor above all things else these times. If the kaiser had had a sense of humor, the war would never have been. But he took himself seriously, and so did the German people, and see what happened.

Congress takes itself too seriously. And William Randolph Hearst has been taking William Randolph Hearst seriously for years. Think of what the world might have been spared if these people had a sense of humor!

The best advice we can offer just now is, hold on to your sense of humor. Lose your head or your heart, if you want to, but you need your sense of humor to carry you through.—*Ginger.*

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

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FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

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TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made. J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

CASH REGISTER WANTED—State price, make and number. Wolf, 5417 Webster Street, Philadelphia.

THAT BROUGHT HIM

A Chicago clergyman gives this account of infant resourcefulness:

His little daughter was feeling a bit under the weather one evening, and consequently was put to bed early. She had not been under the covers more than five minutes before she called out: "Mother, I want to see Father."

"Go to sleep, dear," answered the mother. "Father can't see you now."

In a few minutes she called once more. "Mother, I've got to see father."

"I can't disturb your father now. He is very busy. Go to sleep."

There was silence for nearly five minutes. Then these words floated down the stairs: "Mother, I am a very sick woman, and I must see my pastor at once."

The Tobacco World

Established 1881

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TOBACCO WORLD CORPORATION
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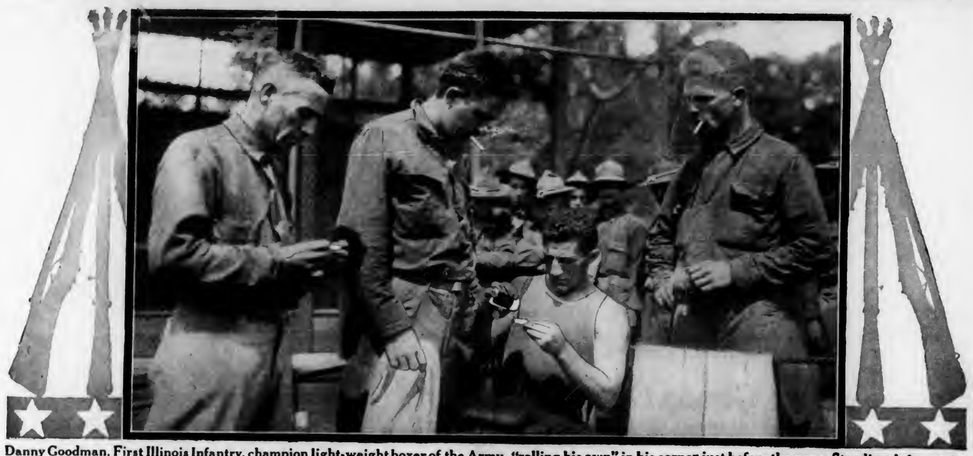

Danny Goodman, First Illinois Infantry, champion light-weight boxer of the Army, "rolling his own" in his corner just before the gong, Standing, left to right: Billy Williams, champion bowler of the Army; Jack C. Felker. champion heavy-weight of the Army; Carl F. Timmersman, former pitcher of the Federal League and the White Sox. Photographed at New Braunfels, Texas. Grandstand of Baseball Park in background. Look for the famous muslin sack.

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There's no finer body of men in the world than Uncle Sam's khaki-clad soldier boys—and they smoke the "Makings" to keep feeling fit and cheerful. If *you* don't know why, its high time you learned. Listen:—

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"The Makings of a Nation" (Mr. Dealer: Please consider the significance at this time of this first slogan.

"Like Sugar in Your Coffee" (Try for yourself mixing "Bull" Durham with your favorite pipe tobacco and see how true is the second slogan.

VOLUME 38 NO. 6

The TOBACCO WORLD

MARCH 15, 1918

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NEW YORK CITY

Volume 38 — Number 6

THE TOBACCO WORLD

Established 1901

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year — PHILADELPHIA, March 15, 1918 — Foreign $3.50

Many Progressive Cigar Manufacturers Now Using One or More Mechanical Devices

PRACTICALLY every large cigar manufacturing concern and many of the smaller ones have in operation today one or more devices that have established themselves as economical factors in cigar production. In one factory the mechanical equipment may relate to the handling or sweating of the leaf, in another to the actual production of the cigar itself, in another to the utilization of the scraps and cuttings, and in another to the shipping department and transportation end of the business. But with possibly one or two exceptions it will be hard to find more than one or two kinds of equipment in any one factory. On the other hand, thorough investigation might prove that the use of such equipment, if intelligently installed throughout the different departments, might indeed effect a worth-while saving. This would apply particularly to large factories where volume obtains.

Though machinery has been introduced only here and there and in many cases in an experimental way only, it is a step in the right direction. Even with the few devices perfected and in use today, they are responsible to no small extent for having kept down manufacturing costs to some extent. A manufacturer stated the other day that if there had been no advance in cigar manufacturing methods in the past twenty years, the famous "nickel" cigar would retail today for no less than ten cents. Instead we have the six- and seven-cent retail prices.

As conditions have required, from time to time, manufacturers have investigated different devices and have installed them. Some in a large way, some only in an experimental way. But in any case it constitutes evidence of an awakening on the part of the cigar manufacturer to the possibilities of mechanical facilitating devices.

When cigarette machinery reached a point where the leaf went in one end and the cigarette came out the other, then the cigarette industry began to go forward rapidly. And with the enormous possibilities of production, big advertising campaigns began to create consumer demand. The advertising has continued and the production has multiplied, but without machinery to facilitate production, the enormous sales demands could never have been met.

As far as mechanical things are concerned, the cigar industry is just beginning to creep, but the necessities of the hour will be met to some extent by new and valuable devices which are about to be marketed or which are still in the experimental stages.

There is no reason to believe that the cigar business is different from any other industry, and if this be true surely the cigar industry has a wonderful era ahead of it. With the advances in things mechanical will come greater production and a greater effort to increase the consumption of this production.

In about ten years ten thousand cigar manufacturers have discontinued business, yet the cigar production in all that period has varied only slightly. It is true that the very great proportion of the number who have gone out of business were of the "buckeye" or one-man kind. In many sections where the women used to work at odd times in their homes making cigars for one of the big factories a license had to be taken out for a factory. This practice is dying out rapidly. And to make up for this loss in production the mechanical stripper, the bunch machine and the suction table have arrived to do their part.

There are even cigar-making machines, but so far as we know there are none on the market as yet that have proven entirely satisfactory. Banding machines have been produced and these do their part in saving labor, time and money.

Cigar manufacturers must admit that in most cases they have actually succeeded in making ends meet, and perhaps some profit, in spite of their own indifference. The development of mechanical devices has, at opportune times, helped in speeding production and reducing costs.

If the cigarette industry may be taken as a parallel the possibilities of the cigar industry are dazzling. Today less than 300 cigarette manufacturers are producing nearly 35,000,000,000 cigarettes annually. The number of cigar manufacturers is constantly growing less, but with the progress of mechanical appurtenances for the industry the production will surely grow.

The fact that hundreds of small manufacturers have been compelled to close up their factories either from lack of labor or because they can no longer produce cigars to sell at a profit, indicates that the low-priced strictly handmade cigar must surely pass. That large manufacturers have been able to continue is due only to their enormous production and fractional savings that they have been able to make here and there.

The inventors and manufacturers of mechanical devices for the cigar industry are about to have their innings.

Trying To Include Tobacco In Soldiers' Rations

ANOTHER attempt is to be made to have tobacco included in the rations of soldiers and sailors, a measure providing therefor having been introduced into the House of Representatives by Congressman Gallivan, of Massachusetts.

An effort to have tobacco included in the rations was made early in the war, but was defeated, considerable pressure being brought to bear by people who had no intention of going to war themselves and, therefore, didn't care whether the men who did fight were given any comfort at all or not.

Congressman Gallivan has declared his intention of pushing his bills right through, if possible. He is strong for the provision of all the comforts possible to the men who, at best, enjoy little or no comfort.

The great part tobacco has played in the war is possibly beginning to make an impression upon those who, not long ago, believed its use to be a quick road to perdition. It has been brought home time and time again that every army in the field uses tobacco, that every nation in the war takes care that the tobacco supply is always plentiful. Even the Germans, suffering as they have been for food, clothing and the absolute necessities of life, have continued to furnish tobacco to the troops, even though the men at home smoked the dried leaves of bushes and trees.

Through public and private collections for the purpose, our troops have all been supplied with tobacco, but it has been pointed out that a very poor impression is made upon the by-stander who sees the people supplying the soldiers with an item that is so intimate a part of their life in the Army. It is felt that this is an article that should be supplied by the Government, as is practically everything else used daily by the men, and Representative Gallivan's bills are intended to relieve the present cumbersome and difficult method of suplying tobacco to the troops.

C. L. L.

Lancaster Leaf Market

DELIVERIES of leaf tobacco during the past fortnight have been greater than in the corresponding period of any preceding year in the history of the county. In one day, more than $50,000 exchanged hands at Quarryville, where wagons were lined up for two or three miles in every direction. Nearly all of the weed has been turned over to the packers now. Recent sales of the 1917 crop, which were widely scattered, were made at from twenty-five to thirty cents a pound.

Growers are now starting to determine what their acreage for planting will be in the coming season, and are naturally in a quandry because of the business demand for more tobacco and the patriotic demand for more food. An increase in plantings for both tobacco and food will be the probable decision. Suggestions have been made that the Lancaster Leaf Tobacco Board of Trade and the Lancaster County Tobacco Growers' Association tabulate the tobacco acreage.

Local buyers declare that the demand and prices have not receded in this tobacco section, but that the freight embargo and speculative conditions might have a depressing effect on prices later. Local growers have not taken favorably to the proposed establishment of a public sales floor for tobacco.

R. G. R.

Our Machinery in Algeria

Regarding the installation of American cigarette-making machinery in Algeria, Consul Arthur C. Frost writes thus from Algiers:

"Two American cigarette-making machines have recently been placed in operation in this city and several others are being installed. American machinery for drying and cutting has also been introduced with success.

"Before the war Germany enjoyed a practical monopoly in providing such equipment. In the case of one machine, the German product was a close imitation of the American make.

"The tobacco industry is one of the most important in Algeria. In 1915, 35,000,000 packages of cigarettes were manufactured for interior consumption and 66,000,000 packages for export, especially to French Indo-China. The production of cigarettes has increased from 593 metric tons in 1901 to 1874 in 1916. The Algerian market, therefore, offers a quite extensive field for cigarette machinery."

Are Business Men a War-Time Menace?

An Address Delivered Before Business Organizations of Cleveland and Philadelphia By Charles W. Mears, Advertising Manager of the Winton Motor Car Company

THE American business world speaks very highly of the ability to think. Men who can think out and solve business problems are great fellows. Boards of directors, officers and managers are *presumed* to think, and the men and women under them are directly *urged* to think. Judged at a distance, the key word of the business world seems to be "think."

And yet I do not know a single business house that employs a single person whose sole duty it is to think out business problems.

Usually we find that, although everybody in business is *supposed* to think, everybody in business is always *required* to do something else besides thinking, and that something else is invariably so large a part of his job that what thinking a business man is able to do amounts to a mere byproduct, and generally to an inconsiderable byproduct.

If the average business man is able to think sufficiently to keep him abreast his day-to-day job, he feels that he has done about all that anybody has the right to expect of him.

Vital Problems Are Neglected

Naturally then, the biggest and most vital problems are neglected, and we little understand the relation of business to the government, to the welfare of the American people at large, to the banking system, to the American dollar. Instead we become specialists in narrow grooves; we have intelligence in our several departments. But we do not have a clear understanding of our place in the great scheme of things. The extremely wonderful, marvelous business machine has come into being silently and unsung, and it sustains the world on its shoulders; yet it has no sufficient interpreters within or without.

This observation is offered because it serves to explain why we hardly know which way to turn or what to expect in the business world during war time. And it is especially offered because all that I have to say is the result of the same sort of byproduct thinking that I have been talking about. Therefore, it must be judged accordingly.

For the fiscal year ending June 30, 1918, the Congress of the United States appropriated and authorized the expenditure of $21,390,730,940.46. From that fact alone we begin to realize that war costs a tremendous lot of money.

And we have been told that, in order that the Government may get all the money it needs, it is the duty of every real American to save every dollar possible.

This Started the Trouble

A Liberty bond circular insists that: "We must all spend less and save more. Not only must we save to win the war, but we must save if we are to survive."

This "Stop spending money" propaganda makes itself heard so frequently that somebody evidently believes it to be the one true doctrine. If it is the one true doctrine, then it follows obviously that the American business man who asks people to spend their money for his goods IS a menace to the interests, the welfare, the life of his nation.

Whether he is, in fact, such a menace is not so absolutely certain. Before we condemn him, let us take a good square look at "Stop spending money" and see if it really is the one true doctrine of our salvation. Let us see what would happen to the people of the United States if all of us were to sit on every dollar we now possess and were to add to our savings every other dollar we could capture.

In analyzing "Stop spending money" let me ask you to consider certain principles which our company formulated early last summer and published under the title, "Who's Patriotic Now?"

Where Will Money Come From?

"Where will the billions of dollars come from that the people of the United States have subscribed to pay for Liberty bonds?

"The easiest answer is: From personal and corporate wealth, from riches that have been earned, inherited, saved. But then, at once, a second question arises: Where do riches that have been earned, inherited, saved, come from? And when we get the answer to that second question, then we begin to know something of our duty during war time.

"Primarily, to be sure, the source of all wealth is Nature. Vegetation, minerals, fish, animals are materials provided by Nature that we translate into wealth. But these materials alone are not wealth, nor money. You might own all the gold in the world and still be poor—if nobody else wanted gold, if nobody else was willing to pay for gold.

"Hence, something more than mere products of Nature is required to create wealth.

"That something else is *Demand*.

"But when a burglar enters your house and demands your goods, he does not create wealth. The chances are that he leaves you poorer than before. Consequently, neither the possession of goods nor mere demand for goods creates wealth. Something further is required—the willingness and the ability on the part of others to pay for your goods.

Importance of the Market

"In the world today the desire of the holder of goods to translate them into wealth, and the willingness and the ability of others to pay for such goods as they may demand, come together in what we call the *Market*, and it is out of the Market that we get all of our money for every purpose.

"It is from the Market that every living human being secures the price of his daily bread.

"From the Market the laborer, the artisan, the professional man, the artist, receives each his wages, salary, compensation.

"From the Market the dealer, jobber, manufacturer receives his profit.

"The Market sustains schools, churches, colleges, banks, newspapers, insurance companies, charities, homes, industries—in short, everything that requires money.

"The man who is 'retired' and living at ease is dependent upon the Market. For the Market borrows his funds and pays him interest, and without this compensation the fortunes of retired men would dribble away.

"Even the Government, to which we attribute great powers, lives because of the Market. The expenses of the Government are met by taxes, all of which come out of the Market. Where there is no Market, there is no genuine, constructive government.

Why Government Can Borrow

"Today the Government of the United States is able to borrow billions of dollars from its people, because:

"1. We have great natural resources.

"2. We have a great demand for many kinds of goods, and the willingness and the ability to pay for them.

"In brief, because we have a great Market.

"China could not borrow billions of dollars from all its 413,000,000 people—not because China lacks natural resources (for it is one of the world's most productive lands), but because China has no such Market as we have. Its people have not learned to live as we live, to demand the goods that we demand; and they could not pay as we pay because they have not had demands, because they have had no broad Market.

"We are talking around a circle. Because the Market and its effects work in a circle. When people demand many kinds of goods, activity spreads through many industries, favorably affecting workers in all these industries, and enabling them in turn to demand and pay for goods of many kinds, which again, in turn, enlarges the flood of prosperity.

"The United States has gone through this experience. The result is that in this country the percentage of poverty is extremely low. And when the Government wants a stupendous sum of money, at once that amount is subscribed, over-subscribed. And all this is the result of our Market—the result of the freest kind of buying and selling.

"Our Government must ask our people for loans amounting to we know not how many billions of dollars. Where is this money to come from?

Banks Would Soon Fail

"If every savings bank in the country were turned inside out and its contents poured into the Federal treasury, the total amount thus gathered would be but $5,000,000,000, and savings depositors would then be at the end of their resources.

"But no such draining will be necessary, thank goodness.

"All the billions the Government borrows will be turned back into the Market for ships, steel, munitions, clothing, shoes, food and the countless supplies that the army and the navy need.

"The Government will, therefore, do its part to sustain the Market—to keep alive the source of all riches.

"But what about ourselves as individuals and as corporations? Are we doing our part? Do we even know what 'our part' means?

"War is so new to us that a great many do not know. As a natural result, a great deal of harmful talk has been uttered about economy.

"Now there are two kinds of economy:

"There is an economy that means prosperity and success in war.

"There is another kind of economy that means poverty and defeat.

"The only economy we need is of the *products of Nature,* chiefly perishables. When you throw away an uneaten potato, you are wasting something that Nature has given you and that cannot be restored. We must not waste food products. But *money* is quite a different thing. *You may spend your money for whatever you like, whenever you like, as you like, and it has not been destroyed. It is undiminished. It has passed on to other hands, and by those other hands will be passed on to still other hands. And it is precisely this process of passing money from hand to hand that puts life-blood into business.* And business in turn is the thing—and the only thing—that gives employment to men and women, and enables them to buy the necessities of life.

"For business is the Market.

"Sit tight on your nickels, squeeze your pennies, get the tight-wad habit with money, and you help to deaden the world. You are withholding from someone a chance to earn a living. When you butcher a cow, you stop that cow's milk supply and the milk supply of her possible progeny to the end of the world. When you pinch your dollars and refuse to spend, you stop the power of that money to buy not only for you, but for every other person to whom that money might pass, were you to give it a start.

"To live, you must let live. You must do your share. You cannot sit tight and still expect to have everything come your way. It will not come. You have a totally mistaken idea of the nation's need if in this hour you interpret its need to mean pinching pennies.

"Remember that all wealth comes from the Market, and that unless you do your part—by buying—you are injuring the Market, and just to that extent you are lessening the nation's ability to finance the war.

"You need not concern yourself that the steel in a new bed 'might have been used for munitions,' or that gasoline used in your motor car 'might have driven a war truck.' Let's not be silly.

"The Government is fully able to control all supplies. If it needs steel, it will take steel. If it needs gasoline, it will take gasoline.

"And so long as steel beds and automobile gasoline are on the Market, you are the best kind of an American when you buy them, if you need them, because you are giving life to the Market, which means prosperity for the nation and the power to prosecute the war to victory.

No Buying—No Market

"Without active buying of the things you normally buy, there can be no live Market.

"Without a live Market we cannot win the war.

"Who, may we ask, should be considered the greater patriot—that 'wicked and slothful servant'

(*Continued on Page 20*)

A Business Man's Best Investment

By Frank Farrington

Copyright by Frank Farrington

THERE isn't anything about making money that gives us a grouch. Fond as we may be of baseball, pool or auction pinochle, we like making money better.

They say it takes money to make money, and it's true. If we don't have any money we have to borrow it. Getting into business without capital is like getting into society without clothes. It can't be done.

Have you ten dollars in the bank or in the cash register?

If you haven't, go out and borrow it, because I have something I want you to use that ten for. No, don't send it to me. I've got ten of my own.

You can invest ten dollars right now where it will bring you ten tens, a hundred tens, perhaps more before the year is over.

How many trade papers are you taking? Are you taking ten dollars' worth a year? Are you paying ten dollars a year in subscriptions to trade journals and business magazines? If you are that's all I have to say to you, because you have made your investment and you will get the returns—unless you don't read those applications.

But if you are spending any less than ten dollars a year for trade and business literature you are saving money at a great expense. Every business man *needs* half a dozen trade publications or more. He needs the ideas they contain. His own ideas run out. He puts a mistaken value on his own ability if he doesn't take pains to find out what other people know.

Every dollar invested in trade journals that you *will read* is a dollar invested where it will bring you bigger returns than a hundred invested in goods.

Wouldn't you willingly give ten dollars for an idea that would enable you to increase your income, the receipts of your business or your salary a net hundred dollars? Well, if you knew where you could spend ten to that effect, wild horses couldn't hold you back from making the expenditure.

If you have not been spending ten dollars a year for business literature it is for the reason that you do not believe it will pay you as I say it will.

Perhaps you argue that you do take a number of trade papers and that they don't bring you any money. Either you do not read those papers or else you are mistaken. If you read any trade papers regularly, I don't care what it is or whether it is directly applicable to your individual business, it will bring you money, business, success—far more than ten dollars' worth.

A trade paper is not like medicine. The man who reasons that if a dose of medicine is good a whole bottle full will be better is going to poison himself. The man who reasons that if one trade paper is good more will be better is going to put rubber into his heels, enthusiasm into his brain and gimp into his backbone.

The trade paper, the technical publication applied to your business, will put life into it in spite of you unless you throw it in the waste basket without reading it.

And if you don't want to see your business take a jump, don't let any of the people employed around your place get at the trade papers. The employee who gets the habit of reading such literature is sure to want to start something. Keep the papers of that sort away from the boys, or in a short time you will find they are learning the business faster than you are.

The advertisements alone in one good trade paper are worth a good deal more than ten dollars a year if you study them. The trade press of the country has developed tremendously in class and in independence in the last few years. There are no better informed men connected with your business than those whose opinions and experiences and advice you find in the trade papers connected with it. There are no better manufacturers or producers of your kind of merchandise than those whose advertising you find in the journals of the business.

The man who wants to know what to do to get more trade, what to do to increase his income, where and what and when to buy for use or for sale in his business, must have the trade papers, or else he will find it utterly impossible to keep up with his competitors.

If your competition is getting the better of you, if your business is falling back actually or comparatively, make up your mind that competition is making use of the trade journals. Even if you are not spending ten dollars a year for trade literature and using it, the other fellow is, and *he will get your business.*

If you spend ten dollars this year for trade papers to read—not to fill waste baskets with—and at the end of the year claim you have been unable to get any dividends on the investment, I want to have a talk with you. I have seen many men try the trade journal method of finding out, and I never knew one to fall down. If you can read any trade paper honestly for a year and not make it worth ten dollars to you there must be a kink in your intellect somewhere.

If you won't spend ten dollars, spend five, but when you make that cut in your appropriation remember you can't get ten dollars' worth of good by spending only five dollars, and the second five will pay you better dividends than the first five.

Tobacco War Service Committee Working

WITH the completion of its list of war service committees, the Chamber of Commerce of the United States is now in position to afford the Government a maximum of assistance in any inquiry it may prosecute regarding costs, production or possibilities in any industry. Among the committees is one of the tobacco industry, comprising the leading men in that line.

The purposes of the committees are principally to furnish information regarding any commodity required by the Government and to assist in its quick and economical purchase. The committees are chosen by the members of the industry they represent and are available at all times to meet the needs of the Government.

The value of the committees to the Government is very great. They can furnish complete information as to all the concerns in any industry, with facts as to their facilities and management; if the Government places its needs before such a committee in planning a certain purchase, the raw material market can be protected and inflation prevented; the committees can have cost figures prepared on a commodity or merchandise desired, and place before the Government cost sheets on the basis of which the Government may fix prices fair to all; they can make recommendations as to the distribution of orders so as to prevent bad location, railroad congestion and labor disturbances; and they can be utilized to great advantage in dealing with the fuel, transportation, labor, reconstruction, foreign trade and similar problems where an industry as a whole should be considered rather than a part of it or individuals in it.

"Where organized methods for dealing with an entire industry are lacking, the placing of contracts by individual agencies of the Government depends to a considerable degree on the initiative of sales agents who, becoming familiar with Washington, know where to secure orders in the separate bureaus," it was declared at the chamber in announcing the personnel of the committees. "Many sales are made in this way.

"This system is open to a number of objections, with the additional disadvantage that no standard of prices is fixed and sellers frequently contract to deliver the same or similar things at different prices in different bureaus. This method is also open to charges of favoritism to localities as well as to individual firms and corporations, while the Government does not have the full benefit of all the facilities available and prices submitted by different factors in any industry.

"Firms and corporations dealing with the Government on this individual basis, gradually become fully informed as to the tendency of Governmental business and probable future requirements. They are thus able to prepare for future business while others in the same line remain in ignorance and can make no preparations. Plants and capital in certain directions are thus unnecessarily increased and later some will be employed with their increased facilities while existing machinery owned by the uninformed, and not now engaged even in part on Government work, will be idle or partly so.

"Most of the objections to the methods reviewed above may be overcome through the proper utilization of the war service committees of the industries."

The tobacco committee, which represents the entire industry, from grower to retailer, is composed as follows:

Edward Wise, president of the United Cigar Stores Company, New York, chairman; Charles J. Eisenlohr, president of Otto Eisenlohr & Bros., Incorporated, Philadelphia; Alf. S. Rossin, of S. Rossin & Sons, leaf tobacco, New York; Jesse A. Bloch, vice president of The Bloch Brothers Tobacco Company, Wheeling, W. Va.; J. L. Graham, of the R. J. Reynolds Tobacco Company, Winston-Salem, N. C.; Walter H. O'Brien, vice president of The American Tobacco Company, New York; George H. Hummel, vice president of P. Lorillard Company, New York; A. L. Sylvester, president of the American Cigar Company, New York; William T. Reed, president of Larus & Brother Company, tobacco manufacturers, Richmond, Va.; I. C. Rosenthal, of Rosenthal Brothers, cigar manufacturers, New York; Maximilian Stern, leaf tobacco, New York, and Charles Dushkind, secretary, New York.

C. L. L.

Sumatra Crop Ample For American Needs

CABLE advices to Bayuk Brothers, are to the effect that there is an ample supply of American grades of Sumatra. The cablegram from Sumatra to Bayuk Brothers is as follows: "Estimated 1917 Sumatra crop will produce 35,000 bales American grades. This exceeds normal requirements by 8000 bales."

Samuel Bayuk is at present on the Island of Sumatra and it is understood that he has made purchases of leaf but no details regarding the same have arrived at the firm's offices in this city.

We think the cablegram sets a low figure on the requirements of the American market but in any case the supply seems to be sufficient and there can be no excuse for Sumatra prices ruling as high this year as they did last. The chief difficulty will be in getting the cargo space to transport the leaf to this country.

One result of this war will probably be a distinct change in the methods of purchasing Sumatra leaf. A number of manufacturers have stated that at the end of the war they will either purchase direct in Amsterdam or in Sumatra, according to the arrangements they can make. This, of course, was done prior to the war by a number of large manufacturers but the indications are that the number will be considerably augumented when the war is over.

Many Retail Tobacconists Waking Up To Better Business Methods

SINCE the entrance of the United States into the world war, it has accomplished many things that have been declared impossible. Industry working hand in hand with the Government has also stretched its abilities far beyond ordinary limits. On every hand there has been an awakening and a speeding up of all necessary work and production. This has been made necessary by conditions—unusual conditions that no one could foretell.

The tobacco industry has also jumped into the breach and is doing its utmost in many ways. The manufacturers are waking up, and the entire trade is being touched with an ambitious thrill to do something. But in doing what we can to further the cause of the war we must also do everything possible to keep our businesses going at top speed. The Government needs our tax money and we must successfully conduct our work if we are to be able to pay these taxes. If we fail in business others are affected by our losses, and in addition some one else must help to pay the money that the Government counted on receiving from us.

With more than two hundred local, State and sectional tobacco trade organizations each doing their part to spur their members on to greater and more efficient efforts, we are sure to get results. The retail tobacco trade is slowly awakening to the fact that it must put forth greater efforts to maintain its place in the mercantile scheme of things.

It is with interest that we note the cleaning up of show windows here and there; new displays of goods seemingly arranged with more care and study than previously.

The interiors have been brightened up somewhat. The lighting is better, the cases are cleaner and the arrangement of goods is more attractive.

Instead of sitting in his chair we find the proprietor standing behind his counter anxious to show and sell his goods. He seems more anxious to please, and there is behind his talk a little of the sales effort that in the past has been lacking. We also notice on his case copies of two or three trade papers, and it looks as if he had been reading them.

Perhaps this is just an experiment on the part of some dealers who have just begun to realize that they must be up and doing or some one else will get their business away from them. But we sincerely hope that this awakening will not prove an experiment only.

In big business when times are dull, you will notice a heavy increase in advertising to create and stimulate demand. In any line of industry the more difficult it is to sell goods, the harder we work.

The retail cigar and tobacco trade must take its lesson from big business. If it is not so easy to make sales as formerly then work harder. Spend more time on window display. Take extra effort to arrange the show case goods in the show cases and on the counters. Every man who comes in your store is a prospective buyer. Make sure that he buys. Show him something more than he asks for. If you have a new line or new article to sell, bring it out and give it an introduction. You may not get results at first but you will find that hard work always wins out. If your goods are right, and you are earnestly working to sell them, you will succeed. But you won't succeed by crying about your troubles to your customers. They don't usually tell their troubles to the cigar dealer. They do not want sympathy when they go in a cigar store, they want to buy cigars. The dealer should take the attitude that he does not want sympathy, he wants to *sell* cigars. The more time devoted to creating sales, the more likely business is to increase. The more groaning that is done about business conditions the more likely business is to decrease.

Your mental attitude toward your work has much to do with what you really accomplish. If you go at it half-heartedly you will get the same kind of results. But if you roll up your sleeves and clean up your store, and make up your mind that you are going to bring more people into your store and that you are going to sell more cigars and tobacco you are very likely to accomplish your purpose.

We must all do our part to help win this war, and we render no small service in working to keep our businesses going successfully. It is being claimed by both French and English authorities that the use of tobacco is helping to keep down food consumption. And as the governments of these countries are arguing about cutting down the importation of tobacco experts of the tobacco industry are claiming that it will require much more cargo room to bring over the additional foodstuffs needed than it will to bring over the tobacco.

Close observation of the parcels post will show that hundreds of cartons of cigarettes are going forward each week to cantonments and to the boys abroad. Retailers can build up a very substantial trade on cigarettes by featuring the carton idea and offering some service in the way of preparing the parcel for the mails.

In this day of keen competition no business is so secure that the owner can stand still and let the business run itself. In a case of this kind the business usually runs to some other store eventually.

We must work, work, work. We must think, think, think. Working intelligently with our hands and brains will bring highly satisfactory results if we "stick everlastingly at it."

If You Share Your Profits With Your Employees

By Elton J. Buckley

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Mr. Buckley's legal articles will constitute a regular feature of THE TOBACCO WORLD. Subscribers may address any of their legal problems to THE TOBACCO WORLD, and Mr. Buckley will endeavor to answer them to the best of his ability. This service is extended to the subscribers of THE TOBACCO WORLD free of charge.

My observation is that more and more employers, not only manufacturers, but wholesalers and retailers, are adopting the plan of speeding up their employes by offering them a share in the profits. I have come into personal contact with a number of these plans and believe they work out very well. Many employers using them, however, err in not making the payments of the employe's share of the profits dependent on his remaining in the employ up to the very day of distribution.

A case was recently decided in Pennsylvania which compelled a manufacturer to give a share in eleven months' profits to a discharged employe. Another case almost like it has been decided by the highest court of Wisconsin. The Pennsylvania case is exceedingly interesting. A Pennsylvania chocolate manufacturer had a plan of giving certain of his employes a profit sharing bonus amounting to twenty per cent. of their wages. An employe named Snyder worked a year and got his. In the envelope with it came a note reading thus:

> We hope that the coming year will see each one of our employes taking a little more active interest in the welfare of the business in which they share the profits. By each employe giving this business their best efforts and their work the closest attention, our mutual interests will be materially benefited.

Snyder worked along into the second year, and had worked eleven months of it when they discharged him. It does not appear what for. One month later, the company handed its employes the usual twenty per cent. bonus, but Snyder was out, and there was no envelope for him. He demanded it, but the company refused it and he sued, carrying the case clear up to the Appeal Court. The latter said he was entitled to his bonus, because there was no contract or arrangement between him and his former employer limiting the right to the bonus to the employes who remained in the service up to the time of distribution.

Let me reproduce the following from the Appeal Court's decision:

> If we examine the letter (reproduced above) which accompanied the first year's bonus, we can readily see that the purpose of the offering of the bonus was that the employes might continue to work for the defendant company, and that in their continuing in its employ, they might render more efficient service. It will be perceived that the letter concedes to the employe that he is a sharer in the profits. The position the defendant company takes is that this additional compensation was a mere gratuity and that no legal obligation can arise from "a source so casual and unintended." We may assume that the payment of the additional wages was dependent upon the success of the business and that there was no absolute promise to pay a definite sum contained in the letter above referred to. What amount was to be distributed was to be determined by the board of directors. It was certain that the workmen were to have a share in the profits, if any were made. The promise was that at the end of the year there would be some distribution of profits, if any were made, and after the company fixed the amount which was to be distributed, all the laborers employed by the company who had taken employment under the promise to share if they continued to work during the year, were entitled to receive their extra compensation fixed at twenty per cent. of their wages during the year. All the elements of a valid contract were present. The company in effect informed this plaintiff that they would not promise him definitely how much extra compensation he would get, but that when they fixed the rate of extra wages, he would get his share. It is not claimed that the services rendered by the plaintiff during his employment were not faithful, nor is any cause alleged why he should not get his bonus, other than the fact that the company denies the binding force of its promise and alleges that the fact that he was laid off before the end of the year deprived him of any participation in the extra wages paid.
>
> As to the latter phase of the defense, the learned trial judge ruled that if the plaintiff rendered satisfactory services to the defendant down to the time he was discharged, and was ready and willing to render like services for the remainder of the year and was prevented from so doing only by the failure of the defendant to assign him to duty, then he is entitled to recover his share of the profits for the entire year. We see no error in this.

In the Wisconsin case the employer agreed to pay his employes a share in the profits of the business in case they remained with it for two continuous years. One employe stayed along until one day before the two years had expired, when he was discharged. He demanded his share of the profits, and when he was refused, went into court. The court ruled that "an employe who has been promised a share of the profits

(Continued on Page 24)

A Good Business Man

By Eugene Christian

THE things that go to make up a good business man, in the popular mind, is the establishment of great industries and enterprises, coupled with accumulation of money by the individual.

A careful review of the history of business men who have made a success along these lines shows that the majority sacrificed their health and their lives to their business. In the last and final analysis therefore these were not good business men.

The best musician is the one that can bring more sounds into harmony. The best artist is the one who can best harmonize colors and reproduce nature. The best business man likewise is the man who can best harmonize or balance the affairs under his control.

The man who from a cheap tin store, founded "The Fair" in Chicago, and allowed the business to dethrone his reason and send him to his death before he was sixty could hardly be considered a good business man. Measured on this same scale, Marshall Field was not a good business man. President Roberts, who arose from the ranks of a car wheel moulder, to the presidency of the Pennsylvania Railroad, and died at the age of fifty was not a good business man. H. A. Lozier, who made millions of dollars out of the Lozier bicycle works and who died at middle age while eating his breakfast, was not a good business man. The accumulation of money and the founding of great industries is one prerequisite only, and by no means the most important one of the good business man, for what profiteth a man to make a seven figure fortune—to put in motion a million spindles, to chain continents together with cables, to flash his silent voice over oceans and continents on currents of common air, to make the ocean's billowed bosom a commercial highway, to transform the oxcart into a palace and set it on wheels and hitch it to the lightning, to build sky-scraping structures of stone and steel, to transfix human figures and faces on sensitized glass, to direct the methods of burrowing in the earth for coal and gold until his name is known around the world and his fortune is a power in the land—what boots it, I say, to know all these things and glide blindly into the shambles of unrest and disease, or furnish a fashionable funeral at forty-five?

The religious fanatic who robes himself in sackcloth and eschews the razor, the food crank who cries out, "back to nature" and takes to grass, the one idea social reformer who preaches on the curb and the business man who allows his business to become his absolute master and governor, are in reality all in the same class. The unfortunate thing is that the business man sits him down and weaves about himself the mesh of a prison. Every year puts in a new bar, every month a new bolt, and every day and hour a new stroke that rivets around him what he calls business, until he feels and really thinks he cannot escape.

A good business man is the man who can direct the wheels of industry, who can draw a trial balance between his income and his expenses and who can measure his own ability on the yard stick of endurance.

He is a good business man who gives as much study to the laws of his own physical organization as he does to the organization of his business, and in the final windup I doubt if he would not consider himself a better business man, flat broke and in good health at ninety, than sojourning in a sanitarium with a million at his call, but out of the fight at fifty.

It is truly unfortunate that the general laws of health and hygiene are not more universally taught and understood. We learn that best with which we are thrown in most frequent contact.

The business man would absorb enough information on these subjects to extend his period of longevity and usefulness many years if they were taught in our public schools, or were matters of general knowledge. The routine life of the average business man is about as follows:

He rises between 6 and 7 A. M.; takes no exercise or fresh air, but partakes of a breakfast composed largely of cereal starch, meat and coffee, then goes at once to his business, sits at a desk until noon, takes luncheon at a neighboring cafe, composed of meat, cereal or potato starch, beer or coffee, hurries back to business, sits at his desk five or six hours longer, hurries home, partakes of dinner composed of more meat, more starch, more tea or coffee—no exercise, no diversion, no association with the great authors; no music, no poetry, no change.

A friend may come in, or he may go out to visit, then comes the soothing and soporiferous cigar which may have been his companion since breakfast. The market, the business, the chances for making or losing dollars is the topic of discussion. He is in the power of his master "business," and must do him continual obedience, within the domain of the tyrant he lives, moves, and has his being.

If he has an ill, headache, sour stomach, indigestion, a tinge of rheumatism, dizziness, insomnia, nervousness, or any one of the thousand symptoms or warnings that nature gives him for the violation of her laws, instead of thinking a little and trying to ascertain the cause, he sends, with chesty pride, for his physician and his physician writes out something in a dead language—the only suitable language—and the local druggist sends over the stuff and it is swallowed with that childish confidence that fitly becomes the modern business man who knows a great deal about business, but nothing about himself.

The days and months go on, the symptoms or signals become more numerous, more expressive, more impressive, more painful, his physician is called more often, the dead language paper goes to the druggist oftener than it used to; with faith he still swallows the poisonous drugs, they relieve him for a little while, usually by paralyzing the little nerve fibres that are carrying to the brain the messages of warning.

His physician finally acknowledges defeat and prescribes a trip or a sanitarium. It is either this pro-

cedure or the fate that befell Messrs. Roberts, Lozier, Vice President Hobart, Colonel Ingersoll and the uncounted thousands who had no reputation beyond the domain of their own locality.

Don't allow your business to become your master.

Don't discuss business at home, or in social life.

Take a cool shower bath and vigorous exercise before an open window the first thing upon arising.

Partake of a very light breakfast an hour after arising, eliminating tea, coffee, bread, potatoes and meat.

Walk to your business if possible; breathe deeply.

Eliminate woolen underwear; dress as lightly as possible.

Take an hour for luncheon, omit tea, coffee, tobacco, beer and sweets.

Keep your office well ventilated.

Secure competent help and trust them.

Leave your office early enough to walk home, or at least part of the way.

Masticate your food infinitely fine and by all means—do not overeat. This is the crowning sin of the civilized table. We usually eat as much as we want, then call into activity another set of taste buds by forcing on the appetite another kind of food.

Take from ten to fifteen minutes' exercise before retiring; sleep in a cold, thoroughly ventilated room. Spend as much time as possible in the sunshine and open air. Play golf, join a gymnasium, dance, sing, kick and play with the boys for it is infinitely better to dig in the ditch for your dinner and to be able to digest and enjoy it, than to lie invalid in your self-made prison, and perhaps die.—*Business Man's Magazine.*

ADVERTISE ALL THE TIME

It is a common thing to knock off advertising when the advertiser considers that business conditions do not warrant the expenditure. This is a mistaken idea, however, for this is the very time when every effort should be put forth to try to improve things. Advertising is an important factor of business-getting machinery, and why should a concern neglect it and allow it to decay at the time when business is most needed? If it is the general practice in any given trade to withdraw from the field does that not furnish an incontrovertible reason why a wide awake firm should be alert? It may have been the custom to pursue such a policy in other distressed periods, but did it help materially—was any firm benefited by reducing the effectiveness of its selling agencies? If that procedure assists in stimulating or securing business, then it is its own justification. If, however, it has the opposite effect—which in ninety-nine cases out of a hundred it has—retrenchment should begin elsewhere. Printer's ink is more potent than ever in the commercial world, therefore cannot be ignored as safely now as it could in previous hard time spells.

TOBACCO A LEADING EXPORT

Tobacco is one of the leading export products of Puerta Plata, Dominican Republic. The 1916 tobacco crop was estimated at 150,000 to 175,000 seroons. (A seroon is 115 pounds.) The crop was of high quality and brought from $5 to $6 per seroon as against $2 to $3 in previous years. The 1917 crop is variously estimated from 250,000 to 350,000 seroons. $6.50 a seroon has been bid with $7 asked.

The Successful Salesman

IT has been said that the most successful salesman is the one who is the most successful in arousing the interest of the prospective customer in the article which he is trying to sell.

And the surest way in the world for a clerk behind a cigar counter to arouse the interest of the customer is to be interested himself. The clerk cannot be really interested, unless he knows the goods thoroughly. The better he knows the good points of the goods, the more interest he can take in them himself, and the easier he will find it to interest others.

Take the matter of pipes for example. Most cigar stores carry a stock of pipes, but the average cigar store clerk is usually only an indifferent pipe salesman, for the simple reason that he is not particularly interested in pipes, himself, and is therefore unable to arouse interest in pipes on the part of other people.

And it is generally true that the clerk who is not interested in pipes is not interested in smoking tobaccos. Such smoking tobacco as he sells he usually hands out in a more or less perfunctory manner, seldom trying to interest the customer in other brands, or even in larger packages of the brand which he is regularly buying.

The average pipe smoker is a man whose interest in a new brand of smoking tobacco is not difficult to arouse if the clerk is himself sufficiently interested in the smoking tobacco proposition to make the effort, but the clerk who would interest a pipe smoker has got to have something more than a superficial knowledge of smoking tobaccos. He has got to know something about blends and combinations and burning qualities of the different brands.

Even if a clerk is not himself a pipe smoker, he should be able to intelligently advise a pipe smoker in the selection of a suitable pipe, in the proper way to clean and take care of the pipe, and in the selection of the right kind of smoking tobacco to suit the taste of different pipe smokers.

Large Cigars Gain in January

The following comparative data of tax-paid products indicated by monthly sales of stamps is obtained from the statement of Internal Revenue collections for the month of January, 1918:

Products		Jan. 1917	Jan. 1918
Cigars (large), Class A,	No.		319,967,541
Cigars (large), Class B,	No.		324,884,439
Cigars (large), Class C,	No.		103,627,984
Cigars (large), Class D,	No.		750,557
Cigars (large), Class E,	No.		1,090,120
Total,		679,767,700	750,320,741
Cigars (small),	No.	79,499,080	69,439,836
Cigarettes (large),	No.	2,389,250	1,492,379
Cigarettes (small),	No.	2,417,440,928	2,447,545,488
Snuff, manufactured	Lbs.	3,451,056	2,487,367
Tobacco, chewing and smoking,	Lbs.	37,327,558	30,093,497
Playing cards,	Packs	3,977,513	1,602,111

Why Be An Association Member?

WHY should I be a member of a Trade Association? "It is only an aggregation with Boost as its motto and 'Blow' as its battle cry, and where every fellow toots his own horn." There was a time when such conditions prevailed and Trade Associations were devoted chiefly in disseminating hot air. But the days of blow and bellow, the era of boost and boast have gone by. The level-headed, thinking business man of today deprecates the brass-band methods of the circus parade, because you cannot summon trade with a siren or foster commerce with a calliope. But the present day, thoroughly modern Trade Association is a community necessity. It is the hub around which the civic activities of the community revolves. Such a commercial organization is an answer to that often repeated assertion that "Everybody's business is nobody's business." A city without a live, aggressive commercial organization is like a ship without a rudder.

The activities of the Trade Associations are very extensive and benefit both directly and indirectly all lines of business. It is not right or fair to absorb the benefit therefrom without contributing towards the expense of its maintenance. The members are all enterprising, loyal and patriotic citizens, who are freely giving their time to the work in hand. Of course there are always a few critics and fault finders, but please bear in mind that it is "the whistle that makes the noise while it is the engine that pulls the train."

In joining the association you become a factor in the political and economical life of your community. Don't think because you are a cigar retailer that you don't count here, you do, and you can increase your own value and power in the community by co-operating with the other cigar retailers, and don't forget the time to do it is right *now*.

When we run the government we don't exempt the man from paying his taxes because he neglects his privilege of voting and because he refuses to attend caucuses or to run for office. He gets the benefits of government whether he takes any interest in it or not. It seems that that is the way a retailers' organization should be run. Every retailer ought to be taxed a certain sum to maintain the interests of retailers in general, no matter whether he takes any further interest or part in the organization or not.

A little incident recently happened that strikingly showed the benefits to be derived from an association. The police department had issued certain orders that would entail a serious loss upon the retailer. In order to have these orders cancelled or at least modified, an influential member of the association called upon the head of the police department. He went as an individual, not representing the association, and no attention was paid to his protest. Another member then took the matter up, but he went as a representative of the association. He was given immediate attention, not as an individual, but as the representative of an association of men who were working for the benefit of the trade in general, and the police orders were modified. After this will anyone say that the association does not benefit them and is worth the amount they are called upon periodically to pay for its support? If it were not for the association those police orders would be in force in their entirety today and the trade in general would be the sufferers.—*Smoke.*

Co-Operating With The Government

THE Tobacco Merchants' Association is requested by the Post Office Department to place the following before the trade.

The necessity of expediting shipments of war material has resulted in a large reduction in the facilities available for the transportation of the mails. This, in connection with the abnormal increase in bulk mailings, has resulted in greatly overburdening the service during some portions of the day and delay and congestion at some points.

It appears that many business men and firms make a practice of holding almost all outgoing mail until the late afternoon or early evening hours, necessitating the handling of from sixty to eighty per cent. of all outgoing matter within a period of three or four hours.

Obviously it is of the utmost importance that letters be posted promptly to secure their dispatch on the first scheduled train, as failure to make a connection is now much more serious than in normal times and might result in a delay in delivery of twenty-four hours or more.

In view of this, the Post Office Department invited attention to the advisability of signing and preparing for dispatch all letters and other mail accumulating up to noon, and of mailing them at that time, and further requests that you adopt the practice of depositing your mail in the post office or street collection boxes not only earlier in the day, but as frequently as may be feasible. It would also tend to relieve congestion and facilitate the handling and dispatch of the mails if heavy mailers would make it a regular practice to have all letter and circular mail as well as catalogues, pamphlets, etc., bearing uncancelled stamps, properly faced for cancellation, with the short and long letters separated.

By complying with the above you would render considerable assistance to the Post Office Department in meeting the situation.

The Corncob and Other Pipes

THERE'S one town in Missouri that does not need to e shown—a town so small that for a very long time atlas makers ignored its existence and its population.

Snuggled close to the western bank of the Missouri River, Washington, snubbing the overtures of its big brother, St. Louis, has for years past devoted its energies to attaining a place in the sun and has achieved its ambition. Incidentally also it has attained a place in the hearts of many men, for this little town has the honor of manufacturing and marketing fully ninety-seven per cent. of the corncob pipes made in the United States.

The old Southern mammy, sitting beside her fireside, nursing "de mis-ry in de haid" as she inhaled the smoke from her own clumsily contrived cob pipe, probably would not recognize these aristocrats of the corncob world, indeed, would refuse to smoke one, but corncob pipes they are. Despite the fact that they bear a much finer name now, "Missouri meerschaum," the smoke is as sweet today as when Daniel Boone painstakingly fashioned his own pipe from a picked-up cob and an elderberry stem, after removing the pith, a trick which he probably learned from the Indians.

Just exactly who started the industry in Washington will probably always remain shrouded in mystery, for there are many claimants to the distinction, each with equally good proof. No matter who it was, the Missouri bottom farmer has reason to be grateful, for he receives an income from his by-product of cobs as well as from his corn crop. It is estimated that one acre of land will produce 4000 good cobs, which average $2.80 a thousand.

Aided by the soil and climate, careful selection of seed and special treatment, the Missouri farmer has succeeded in developing an ear with an abnormally large cob, ideally suited for pipe bowls. The 27,000,000 pipes manufactured in Missouri require 18,000,000 cobs, so that for this formerly waste product the farmers now receive some $50,400 annually.

While machinery plays a great part in the manufacture of the pipes, they are all hand turned, owing to the fact that no two cobs are alike, and that one factory may make as many as seventy-five different designs. Under such circumstances automatic machines are impracticable. The stems are made from Arkansas cane, and, before the present war, were imported from Germany.

The meerschaum is conceded to be the prince of pipes, both as to price and beauty. Practically all of the fashioning is done by hand, and some of the bowls are artistic gems in their carving. In old days the substance was popularly believed to be petrified sea foam, and it bears the German name for sea foam. This belief has been exploded by science, which coldheartedly designates it as hydrous silicate of magnesia.

Very few meerschaum pipes are made in this country, Germany having a monopoly of the industry. Even before the war it was difficult to secure a pipe made of a meerschaum block, most of those sold here being either of artificial meerschaum or a material composed of meerschaum dust bound with some solution and moulded into blocks. While meerschaum is found in South Caroline, Arizona and several other States, it has not thus far been mined in marketable quantities, and Asia Minor practically supplies all that is used in pipes.

When the war ends the meerschaum may find a rival enthroned, a mere plebeian, the calabash. Although the calabash pipe has been used in England for many years, it is only recently that it has had much vogue in America, possibly because of its price, ranging from six dollars to twelve dollars, which is considerably more than the average smoker can afford to pay.

These pipes are made from imported South African gourds of the squash family. They are the lightest pipes made for their size, graceful in shape, they color like meerschaum and they are pleasant smokers. No two calabash pipes are alike, which adds to their distinctive charm.

The crooked necks from which the pipe is made differ so that the mouthpieces and linings must be adapted to each one, which adds considerable to the cost of production, as the work must all be done by hand. Although the gourd necks are imported that has no bearing upon the price of the finished product, as will be seen from the fact that importers secure the necks at from twenty-five cents to two dollars a dozen.

The briar pipe is probably more commonly used because its wide variation in price puts it within the reach of all. It is made from the root of the white heath, a plant indigenous to the south of France, the slopes of the Italian Alps and the Island of Corsica. As soon as dug the roots are cleaned, sawed into rough blocks and packed in jute sacks, ready for shipment. Upon reaching the manufacturer they are thoroughly dried, a process requiring about five weeks, and are then turned over to the selectors for grading. The pipes are practically machine made throughout.

Although many efforts have been made to discover a substitute in this country for the imported briar, none has as yet been found.

Last but not least is the clay pipe, the children's friend and joy. This is probably the cheapest pipe made, as it is moulded by machinery, and requires not more than twenty-four hours from the beginning of the operation to the completed product. But who cares for price or time when great iridescent bubbles float through the air to the accompaniment of shrill cries of delight!—*New York Sun.*

Educate The Consumer and Convert Him

THAT the cigar industry is in a state of revolution needs no telling at our hands.

That this revolution spells evolution is the consensus of opinion in the mind of every far-sighted man who has his finger on the pulse of the industry.

But the average man—the dealer who sells and the consumer who buys our product—knows but little about conditions that prevail in the cigar business. They have but a vague idea of the elements that have made for a change of price.

Only the other day, one of the leading newspapers of the country published an article severely criticising the cigar dealers for raising prices and claimed that a war tax of a dollar a thousand did not justify the dealer in adding an extra penny to the price of nickel cigars.

The public and the trade do not realize that the war tax is only one of the elements that is making for higher prices.

They do not know that conditions that formerly could be calculated with certainty and accuracy in normal times, cannot now in these unsettled days be predicated upon any basis of permanency.

They do not know that the formulation of selling plans and advertising campaigns to govern any lengthy period is shrouded with the uncertainties of the future.

They do not know that things that be in the cigar industry are resolving themselves into the adoption of almost a day-to-day policy, with its continuity hinging on the developments of each consecutive twenty-four hours.

That production increases are absolutely problematical, and production maintenance on present lines cannot be figured with any degree of certainty.

That the ever changing and shifting of the supply of competent labor, whose services are often open to the highest bidder, emphasizes the fact that labor is cognizant that it has come into its own.

They do not know that this condition prevails throughout the industry and has made it a serious problem for us to maintain consistent, efficient workmanship and a high standard of equality in our product.

And that to solve this problem we have raised the operating wage scale in our factories to the point that we have retained the services of our steady hands and have insured consistently good workmanship and quality on our product and the maintenance of the highest possible production.

Boxes, labels, freights, handling and other costs have materially advanced, while the price of raw tobacco has soared to heights hitherto undreamed of.

All these advances have made for the increases in the costs and prices of our cigars.

Now the big question is, not whether King Consumer will pay more, but whether he will pay more and pay it willingly.

We don't want to see the consumer in that frame of mind where he believes he is being "Jipped" out of an extra penny for his smokes, because the dealer has not intelligently explained the situation to him. The consumer must be converted—he must be educated—he must be sold—and while our advertising will preach the gospel of quality and price maintenance, we realize that a world of good can be accomplished by the man on the firing line telling the story and teaching the lesson.

Well told is half sold.

The consuming public is only partly cognizant and to a very limited extent recognizes increased costs of raw material and labor as an uncontrollable circumstance, and being a natural and legitimate movement with the trend of times.

Every commodity has more or less advanced, and the dealer and the consumer must become reconciled to these price changes. He has philosophically accepted these advances in many other fields of commercial endeavor, and any antagonistic feeling that may still exist in his mind regarding the prices of the cigars, must become more and more minimized by his education through our advertising and our sales representatives.

So it's up to every representative and every man on the firing line to batter down the wall of consumer and dealer resistance.

You can tell these men that labor must be well fed, well clothed, well housed and well diverted if we expect that its working effort should embody and express the best that there is in it.

You can tell them that it is our sincere purpose to uphold our product on a standard of quality rather than let it rest on a basis of price.

But we recognize and you should realize that the ultimate consumer must shoulder his share of the burden and that he must be converted to the point that he will willingly carry his end without complaints.

Our case rests right here. We have chosen the "Quality Way" as the path for successful merchandising.

Will the dealer pay more?

He should by all rights, as six- and seven-cent cigars spell more profit for his and help legitimatize his business.

Will Mr. Consumer pay more?

Last year we said "Yes!"

Today we say "Yes!"

He's doing it—he is evolving from a nickel smoker to a six center and from six cents to seven without much murmur.

But we even want to still that small murmur of dissatisfaction and have every smoker realize that our policy is right and just to all concerned.

Because satisfaction is an inherent demand of the smoker.

Because quality merchandise is an insurance of satisfaction to the smoker.

And because every smoker should know that satisfaction and quality must command their price every time.—*Editorial in The Burning Question.*

Big Gain in Manila Cigars

Manila, P. I.

THE year just closed has seen the largest shipments of Philippine cigars and leaf tobacco sent to the United States recorded in the history of the industry. This fact is demonstrated by the figures just given out by the Bureau of Internal Revenue, showing a total of 215,693,368 cigars in 1917, as compared with 114,006,745 for the previous year, and 3,283,607 kilos of leaf tobacco sent to the United States in 1917, as compared with 633,771 for 1916.

An analysis of the statement shows that the increase in cigar shipments has been a steady one since the first quarter of 1916, during which period 19,983,159 cigars were sent to America, climbing each quarter, until the record figure of 62,617,325 cigars was reached in the fourth quarter of 1917. This steady growth, state officials at the Bureau of Internal Revenue, is most encouraging to the Manila manufacturers, as it indicates the fact that the joint efforts of the factories and the government to establish the Philippine product firmly in the American market are bearing fruit.

The following statement shows the shipments by quarter during the years 1916 and 1917:

Including the revenue collection in the United States on cigars shipped without stamps the specific tax on tobacco products exported to the United States during 1917 reached a total of $650,000, as compared with $357,500 for 1916 and $204,000 for 1915.

The value of the cigars exported to the United States during 1917 was $3,862,983, as compared with $2,033,121.

	Cigars	
Quarter	1916	1917
First	19,983,159	44,123,687
Second	22,908,857	48,448,450
Third	35,718,553	60,503,906
Fourth	35,396,176	62,617,325
Total	114,006,745	215,693,368

Increase for 1917—101,686,623 cigars.

Advertising in Wartimes

THAT sellers must continue to advertise during the war was the sound advice given to the Sales Managers' Association at its regular meeting this week. The fact that these men may have no goods to sell is not mentioned in this connection for the good reason that it has no bearing on the case. So far as genuine first-class advertising is concerned with moving goods, it is always looking to the future. Today's goods are sold on last year's advertising. This year's advertising is to sell goods a year or ten years from now.

There is no doubt of the soundness of this position. Successful enterprises have recognized and exploited advertising on this basis. If they have no goods to sell at the moment they always have service to offer and good will to cultivate. Some of the best-known lines in America have been at their wits' end to supply demand ever since 1915, but they are maintaining their advertising just the same.

Among business men it is no secret that substantial European interests are already arranging advertising campaigns to touch the vital points in America. There is one European association handling a commodity which has not been sent to this country in anything like normal amounts since the war began, and which will not be sent to any extent until the war is ended. But the war is going to end some time, and there will be a market in America when it does end. Therefore this association is right now arranging for a drive in this country, so that no time will be lost when peace comes.

Advertising is a continuous thing, just as business is a continuing thing. But the mere existence of war is no argument for the abandonment of advertising, any more than it is an argument for abandoning business.—*Public Ledger.*

NO CURTAILMENT OF TOBACCO ACREAGE

Representative Robert Y. Thomas after consulting with Secretary of Agriculture Houston and Herbert C. Hoover, has announced to the people of his congressional district in Kentucky that the Government will not attempt to curtail the tobacco acreage anywhere in the country this year. The tobacco farmers are at liberty to plant as many acreas as they desire to cultivate.

Representative Thomas is quoted as saying, "The Government has no power to control the acreage of any crop, and neither Mr. Houston nor Mr. Hoover is in the slightest degree disposed to try to exercise such authority."

ADVERTISING

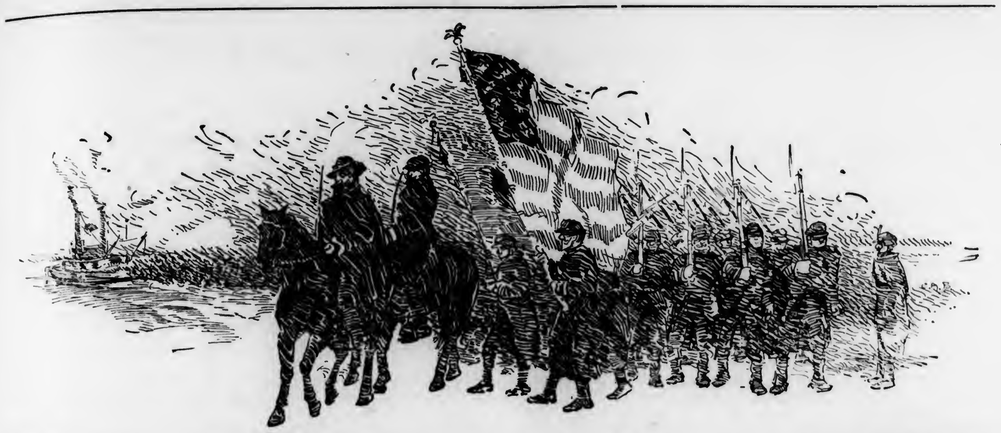
The only way to hold old business is to hustle for new business. People like to do business with a growing house. Lack of growth suggests dry rot, stagnation. The only sure way to make things come your way is to go after them early and often, and to advertise.

Advertising insures for the salesman a respectful hearing when he arrives.

Advertising brings orders when the salesman is not on the ground.

Advertising increases the volume of the order which the salesman can secure in person.

Advertising makes the merchant respect the firm and the salesman.—*Profitable Advertising.*



When the Boys Came Home in "65"

Manila cigars then held a firm place on the American market. SIX and NINE cents were popular prices for smokes at the close of the Civil War, and Manilas sold for exactly the same money—size for size—as the Imported Havanas.

High Tariffs, made necessary by the public debt and the cost of the war, excluded Manila cigars from the United States until Free Trade was again established with the Philippine Islands in 1910.

Since then that trade has grown from 67,261,545 imported in 1915 to 215,693,368 in 1917

Manila cigars have come back to stay!

BOOST MANILAS! **THERE IS MONEY IN IT!**

List of importers and manufacturers on application to the

Manila Ad Agency 546 West 124th Street, New York

Are Business Men A Menace?

(*Continued from Page 8*)

who hid his one talent in the ground, or he that, receiving five talents, 'went and traded with them, and made five other talents'?

"*Money is made, governments are sustained, war is financed, homes are fed, clothed and made prosperous, not by pinch-penny hoarding, but by trading, by buying and selling.*

"Our Government will need undetermined billions of dollars for war. *That money will be readily forthcoming if we keep the Market going full steam ahead.*

"We can keep the Market going prosperously only by living, at the very least, on our normal planes, by working faithfully at our business, by eating all that we require to keep us in good health, by wearing the kind of clothing to which we are accustomed, by building and furnishing the homes we need—in short, by earning and spending.

"Earning and spending depend upon each other. If people earn without spending, earnings eventually stop. If people spend without earning, the spending supply eventually runs out. There is no miracle about it. We spend because we have earned, and we are able to earn because we spend.

"Through this process the United States has become the greatest of nations. Let this process stop, and we shall fall.

Duty of American People

"From these facts it is evident that the American people have a great patriotic duty to perform from day to day right at home—the duty of working and living up to their accustomed standards, and of buying whatever goods they may need, in order that factories and stores may be kept busy, and that men, women and money may be given employment, whereby we shall all have money to spend—the only process by which we can maintain our soldiers and our government, and make victory and peace sure."

A considerable correspondence grew out of "Who's Patriotic Now?" One business man wrote:

"If I want to buy a new car this fall, but instead should refrain from doing so, I shall have $3000 which the Government can take away from me and give to you for building an aeroplane. The energy that must be devoted to fighting the war cannot also be devoted to building automobiles. Real patriotism would require the discontinuance of motor car manufacture and the substitution of the manufacture of things required by the Government for fighting the war."

To this straightforward letter we replied:

"If you should buy a new car this fall, it is true the Government would be unable to take that particular $3000 from you, but it could take it from us, or from those to whom we pass it along. If the Government needs money, it will get money from those who have it. If the Government needs materials or supplies of any kind, it will get them from those who have them. The Government is fully able to take care of itself. BUT, if we permit industry to lag, we shall be putting on the shoulders of Government a new burden aside from war—the burden of unemployment, hunger and financial distress at home."

The gentleman responded by saying:

Only One Opinion

"Yours is the 'business as usual' program, which will do more harm here than it did in England. There are just two sources from which to derive the human energy required by the war. The first is reserve energy. We can have better organization and longer hours. But that source is small. The other source is transferred energy. By giving up things we can get along without, we can utilize our workmen and our plants for the production of enormous quantities of war materials."

At this point it seemed desirable to get down to something basic, so we formulated our answer in these words:

"Because the nation has taken on a new program of tremendous proportions, our United States industrial system is likely to be altered, but that does not mean that all other trains must be taken from the rails. For government is like a railway in that, though the Twentieth Century Limited (war) gets the right of way over everything else, yet it is the slower moving freight train (business) that produces the money to pay for the glory, the speed and the wear of the limited. This comparison, of course, is faulty, in that, though the Twentieth Century Limited does partly pay its own way, war pays absolutely nothing. War consumes not only products, but also it consumes men who in normal times would be producers. War eats both interest and principal, and this, of course, spells destruction.

How Does Government Pay?

"In 'Who's Patriotic Now?'" we continued, "part of the picture was intentionally omitted. That pamphlet said: 'The Government will do its part to sustain the Market.' In fact, this is only imaginary. The Government pays for what it gets, but HOW does it pay? By imposing taxes on the Market. Thus, the Government arbitrarily takes out of the Market billions and billions of dollars (taxes), for which it makes no commercial return, and then redistributes this money in payment for goods also taken from the Market.

(And, of course, this is no fault of the Government; it has no choice. It cannot do otherwise.)

"Considering economics only, it is as if a giant came by night and took money from a manufacturer's safe, and then in the morning appeared at the manufacturer's front door and exchanged that money for goods. Repeat this process long enough, and eventually the manufacturer would have neither money nor goods; he would be utterly 'busted.'

Must Trade With Others

"There is only on preventive. That manufacturer (i. e., the whole industrial machine of the country) must do business with *others than the Government,* in order to get actually 'paid' for his goods. This volume of *non*-war business must be big enough and with profits great enough to meet all the expenses of business, and, in addition, to stand the strain of the giant's night visits. Hence, unless our *non*-war business can be

(*Continued on Page 25*)

Stop! Look! Listen!

This is the psychological moment for you to begin to use domestic wrappers. The condition of the imported wrapper market is dangerous. If you don't look out you will work another year for nothing, or perhaps at a loss.

$1.85 per pound duty; labor higher than ever; fillers and binders higher than ever; and imported wrappers dangerously high; these facts spell---NO PROFIT FOR YOU---unless you use

Connecticut Shade Grown or Georgia and Florida Wrappers

American Sumatra Tobacco Company

142 Water Street, New York

English Tobacco Stocks Low

TOBACCO stocks in England are at a dangerously low point and sufficient steps are not being taken to relieve this condition, according to George Alfred Wills of the Imperial Tobacco Company. Mr. Wills, speaking at the annual meeting of the company in Bristol, England, stated the severe restrictions placed on imports of leaf tobacco and increased consumption had reduced stocks. He said:

"I can only tell you that the prospects are not encouraging. Since an early period in the war, when we were carrying the usual reserves to leaf, drastic restrictions have been imposed upon the import of leaf tobacco, while the rate of consumption has steadily increased. In the result the stocks in this country have dwindled to a dangerously low point. Whether this position could or ought to have been avoided we need not now discuss; we must examine the position as it is today, and what do we find? Are sufficient steps now being taken to prevent a shortage in the nations supply of tobacco? To that question I am bound to reply that they are not.

"Certain provisions have been made for import during the current year, but even if they are fully realized they will not suffice to avert a shortage; and unless these provisions are increased supplies to the smoking public will have to be cut down.

"What will be the effect of a tobacco shortage? An average smoker, we may say, consumes some two or three ounces of tobacco a week. What will happen if he goes short? In the first place, I think that his temper and his nerves will suffer. That is a matter which we cannot regard lightly in these days. But, apart from the effect on temper and nerves, will the ounce or two per week of which smokers will be deprived really represent so much saved tonnage to the nation? I very much doubt it; in fact, I say with some confidence, that if you take away some or all of a man's weekly ounces of tobacco you will find that he will add at least as many ounces to his weekly consumption of food; and a great part of a man's food comes to him from overseas. Therefore, the saving of tonnage is, to say the least, problematical."

Chinese leaf tobacco is now coming forward to the United States in considerable quantities, according to reports from reliable sources.

It is understood that negotiations are under way for the purchase of the San Telmo Cigar Company, of Detroit, by Haas Brothers, cigar manufacturers of Cincinnati, Ohio.

A BAD SIGN

Physician (to Mrs. Colonel Blood of Kentucky)—How did your husband pass the night, Mrs. Blood?

Mrs. Blood—He seemed quite comfortable, sir, and asked for water several times.

Physician (with a grave look)—H'm—still flighty.

A Necessary Work

RECENT discussions in Congress regarding unnecessary publications put out by the Government departments at a time when there is a shortage of paper, ink and labor, have drawn attention to a recent pamphlet relating to narcotic plants and stimulants of American origin which was one of those attacked. This publication contains a description of some of the most important contributions of the New World to the materia medica, and those that are useful in promoting the comfort and well-being of mankind, chief among the latter being tobacco.

No one needs to be told that many plants and plant products used by the aborigines have become of great economic and commercial importance, or that their use has become world-wide, it is declared in this work. One has only to point to the use of tobacco and chocolate in the trenches in France to realize how much the plant life of the Americas has contributed to modern civilization.

John Fiske, the historian, has said that tobacco is the most important gift which North America has contributed to the world. In the early days tobacco was used as money. Moncure D. Conway has said that "a true history of tobacco would be a history of English and American liberty."

Mr. Conway says also that tobacco planted an English nation in Virginia, that it was the desire to gain a monopoly of tobacco that induced Charles I to recognize the house of burgesses, that discontent with the navigation act and its effect upon the tobacco trade was the most potent of the causes of Bacon's rebellion, and so on down to the eve of independence, when Patrick Henry won the famous Parson's case, in which the price of tobacco was the chief bone of contention.

Today, tobacco plays an important part in the war. Its use by the troops in the trenches is doing much to make possible their living among almost unlivable conditions. It is one of the few home comforts which the man in uniform can take with him wherever he goes. German civilians, it has been repeatedly declared, have turned to dried leaves of other plants that the soldiers of the nation may continue to have tobacco, for tobacco has more than once been the only thing that has kept the Germans at the front from revolting against the conditions they are forced to live in, the work they are forced to do, the unfit food they are forced to eat.

C. L. L.

ADDING INSULT TO INJURY

The driver of a Ford car rushed headlong out of a cross-street, striking a trolley car squarely amidships.

With blustering authority the conductor got off his car to investigate and collect evidence for his official report.

"What's the matter with you?" he demanded. "Don't you know you can't run under my car with your top up?"—*Hussey's Little Traveller.*

LUCKY STRIKE Cigarette—a new flavor. It's toasted. Toasting holds the Burley flavor and adds to it. You don't eat raw meat. You don't drink raw coffee. You prefer toast to soggy bread. 95 per cent of your food is subjected to heat before you eat it, because the heating adds to the flavor and improves the taste. Like the greater part of the food which you place in your mouth, LUCKY STRIKE Cigarettes are subjected to heat. THEY'RE TOASTED. Toasting holds the Burley flavor and adds to the taste.

LUCKY STRIKE

The Real Burley Cigarette

It's Toasted

GUARANTEED BY

The American Tobacco Co.
INCORPORATED

—IF—

You want to sell a factory

You want to buy a factory

You want a partner

You want to sell machinery or equipment

You want to buy second-hand machinery or equipment

You want to sell scraps, cuttings, etc.

You want to buy scraps, cuttings, etc.

You want superintendents, foremen, etc.

You want to reach manufacturers, jobbers, retailers, clerks and salesmen, try a classified ad in

The Tobacco World

Profit-Sharing

(*Continued from Page 12*)

of the business in case he rendered two years' continuous service, could not be deprived of his right thereto by a discharge without cause one day before the expiration of the required period."

There are several other recent decisions in profit sharing cases, the substance of which is that where an employer promises an employe a share of the profits at the end of the year, he cannot get rid of his obligation by discharging the employe, in advance of the distribution of profits, *without cause*. He can always discharge him with cause, however, and if there was cause, the employe's right to the bonus is gone, because he didn't earn it.

And I venture the opinion that it would also be gone even in case of discharge without cause, if the employe had signed a contract containing the following:

> The said bonus is to be given the said employe only if said employe remains in the employ of the said employer until the end of the current year. Removal from the service, whether with or without cause reflecting upon the said employe's services, shall forfeit all right to said bonus.

PROMINENT PHILLY CORNER FOR SCHULTE

Schulte Cigar Stores Company have secured on a long term lease at an approximate aggregate rental of $200,000, the large corner ground floor store and basement in the newly completed ten-story Colonial Trust Building at the northeast corner of Market and Thirteenth Streets, Philadelphia, Pa. The Schulte Company, upon completion of alterations, will open its one hundred and seventeenth branch establishment. R. M. Livingstone, Esq., represented the Schulte interests, and the owner of the building was represented by the Colonial Trust Company.

August Kuttnauer, United States representative of the "Punch" factory of Havana, has resigned his position, effective April 1st.

GENIUS MISGUIDED

A man of an inventive turn
  Designed for women's skirts a lining;
The figure one could not discern,
  However bright the sun was shining.
It didn't seem to sell, somehow;
  He drew no plum, unlike Jack Horner.
His wife is in the poorhouse now—
  He's selling pencils on the corner.

Another time and fortune spent
  (And oh the weary months of waiting!)
On a contraption to prevent
  The female bust from oscillating.
He looked for a tremendous run,
  And planned a widespread distribution.
He didn't sell a blooming one,
  And died in awful destitution.

B. L. T. in *Chicago Tribune*.

Business Men

(*Continued from Page 20*)

made to pay for the war, the war will eat us down to poverty. Therefore, the need of *non*-war business is imperative beyond any question."

This correspondence was much more elaborate than indicated. It ran along from July 13 to August 30, by which time I hoped we had heard the last of "Stop spending money." But I was mistaken. In the *Outlook* of September 12 appeared an unsigned article, which stated that the business-as-usual policy "was long ago abandoned by England and France as economic suicide." Also it said: "The hoarding of money has always been condemned as an unsocial act, but it is better in a time like this that a man should bury his gold in a cellar than use it selfishly, etc., etc." "We cannot continue 'business as usual,'" it declared, "without paying for our folly in untold blood and treasure."

Could Not Meet All Demands

Now, in fact, England and France did abandon business as usual, but in so doing they made a confession that the *Outlook* neglected: they confessed their material and physical weakness, their inability to meet ALL the demands of war. They could only fight (and they did fight and are fighting), but they could not do much else.

Naturally the *Outlook* article did not digest well for me. I believe in the sincerity and honesty of purpose of the *Outlook*, and that made the *Outlook's* article all the more painful. Therefore, I wrote to the editor, saying:

"The reason the Allies were forced to come to the United States for financial aid was that their business was forced partially to suspend, and their people were warned, as you are warning Americans, to hoard their money. When American business suspends, in response to your hoarding appeal, this country, too, will be bankrupt, and since we have no prosperous ally to help us out, our fate will be without remedy.

"The war is an extraordinary expense upon us, which cannot be met by business as usual, but must be met by business more than usual. Since thousands of our young men who were both producers and consumers have been taken away to fight for the freedom of mankind, those who are left behind must be the more strenuous in promoting business, in order to provide the sinews of war. Those who remain must not only work harder, but they must *spend proportionately more than before.*

"Our Government does not undertake to promote business. It has plenty to do to promote war. Business men are morally bound to look out for business interests, since the Government could in no wise be more severely handicapped than by the stoppage of non-interfering business, by throwing out of employment men the Government is not ready to use, by taking out of circulation money that is more readily available for Government support when it is active than when it is hidden.

Workers Must Be Employed

"There are many plants in the country for which the Government can have no war use. There are many

BOLD

the cigar

"ABOVE ALL"

is of such high character and so conscientiously maintained that they never fail to please and satisfy, and never fail to hold the consumer.

BOLD

SIX CENT CIGAR

Bobrow Bros. Phila.

DEALERS

There's a Big Demand for

FLOR DE MELBA

The Cigar Supreme

They're quite a bit better than others. All popular shapes.

Sell for 3 for 25c, 10c straight, 2 for 25c, 3 for 50c and 25c straight.

Our national advertising helps you sell FLOR DE MELBAS.

Thousands of satisfied FLOR DE MELBA smokers help you increase your business.

See your jobber now, or write us

I. Lewis Cigar Mfg. Co. - Newark, N. J.

Largest Independent Cigar Factory in the World

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

TURKISH CIGARETTES
CADO COMPANY, INC.
145 Lafayette Street - New York City
BRANDS { Fifty-Six - - - - - 10 for 25c
Cado - - - - - - 10 for 15c
Water Lily - - - - - 20 for 15c

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.
LIVE DISTRIBUTORS WANTED

Cork Tips Cork Bobbins
BOUCHER CORK & MACHINE COMPANY, Inc.
122-222 WEST 18TH STREET NEW YORK

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

workmen in this country for whom the Government can have no war use. These must be kept employed, else we shall have economic disaster at home as well as war abroad, thereby adding to the perplexities of the Government's problems.

"When you say that 'business as usual' failed in England, you point to the weakness in the English situation. England did not have men and resources enough both to fight the war and to produce industrially. If we haven't, then we are destined to defeat, because we are the last hope of the Allies."

The editor of the *Outlook* replied that the article against which I had protested was but one side of a debatable question and that the *Outlook* planned to present the other side as well. In its issue of November 7 the *Outlook* shows its fairness in an article that business men ought to read.

The Liberty bond circular, already quoted, says we must all spend less and save more. Now it is remarkably easy to say a thing like that; it is always easier to command a miracle than perform one. To spend less and save more, nationally, would be a miracle.

Some of you may remember the panic of 1893, which left its record on the financial pages of 1894. In 1894, New York bank clearings fell $10,190,000,000, because people were spending less. Commercial failures in 1893 and 1894 were forty per cent. higher in liabilities than for the preceding two years, because people were spending less.

Savings Fell Off

Now let's look up savings. In 1893, the people of the United States increased their savings deposits $73,000,000. But in 1894 people were unable to add another $73,000,000 to their savings deposits. Instead of adding another normal $73,000,000 to their savings deposits, they were forced to withdraw from savings $38,000,000. So that the panic cost savings depositors a combined actual and potential loss in savings deposits of $111,000,000. In other words, it cost saving people $111,000,000 for not spending their money normally.

Everybody remembers the hard times of 1908. In 1908 New York bank clearings fell $21,685,000,000, because people were spending less. Commercial failures in 1907 and 1908 were 100 per cent. higher in liabilities than for the preceding two years, because people were spending less.

Now let's look up savings again. In 1907 the people of the United States increased their savings deposits $208,000,000. But in 1908 people were unable to add another $208,000,000 to their savings deposits. Instead of adding another normal $208,000,000 to their savings deposits, they were forced to withdraw $30,000,000. So that the hard times of 1908 cost savings depositors a combined actual and potential loss in savings deposits of $238,000,000. In other words, it cost the saving people $238,000,000 for not spending their money normally.

To Stop Spending Is Fatal

Our people have never been able to save except when money was being freely spent. Every year when business is active, savings deposits increase. Active business alone is the source of increased savings. But when people begin deliberately to *stop spending*, woe begins. Merchants are forced to buy less, and to let out some of their help. Then manufacturers are forced to buy less, to manufacture less, and to let out some of their help. Then in no time so many workers are out of employment that, if you have a heart in your bosom, you are impelled to give away in charity more than you have saved by pinching, and your charity helps to make beggars of men and women who would much prefer to work for an honest living.

Therefore, the outstanding characteristic of this "Stop spending money" cry seems to be its Satanic iniquity.

Now let us get back to the main point.

In asking people to buy and consume your goods in wartime, in opposing this money-hoarding doctrine, are you, or are you not, a menace to your country?

If you are, then it is your duty to shut up shop.

If you are not, then for the love of your nation's welfare pay some attention to these "Stop spending money" shouters and shame them into silence.

There is no doubt whatever that, as business men and as individuals, we owe unswerving allegiance to this nation, which, above all other nations, stands for the freedom of mankind.

We have no right to do anything whatever that embarrasses our Government in the fight for victory.

That then, which is best for the nation, is that which we as free citizens must do and do gladly.

If any man will not do gladly what he ought to do, he needs to be reminded that the Government has sovereign power. Which means that what it needs it can take.

Must Stick to Our Tasks

This power is necessary to our national life. We have reposed this power in men who, I verily believe, from President Wilson down, are competent to carry on the war. When they want our help they will let us know. Meantime, we must stick earnestly to our several tasks, thereby helping to keep this old world right side up.

Nor need we worry about whether our goods interfere with war, because as surely as there is a sun in the sky, so surely will that matter operate automatically. If, for instance, you make and sell goods containing copper, and war needs all the copper that can be produced, you will eventually be unable to buy copper. No seller will supply you. War comes first and the Government will get the copper. Then, unless you can use a substitute for copper, and can get such a substitute, you will cease to make those particular goods, and the public will be unable to spend its money for them. The universal law of supply and demand, coupled with the sovereignty of government, will decide whether you stay in business or shut up shop.

Meanwhile, however, you had better keep your business going energetically, and your salesmen had better keep on a full head of steam. For above all other facts, there are four or five that are vital to our freedom and our life. Consider these facts:

Facts to Critically Consider

1. War requires both men to fight and men to produce what the fighters need.

2. At the same time, those at home must be fed, clothed, housed and employed.

3. If a nation cannot provide both for its people at the front and its people at home, that nation will go down to defeat in a long war, unless some other nation comes to its rescue and supplies its necessities.

4. England and France could not both fight and

ADLON
=10c=
CIGAR
A LIPSCHUTZ MASTER-WORK
Quality pays and is the only thing that does pay.
The high standard of quality maintained in the Adlon Cigar—makes it a leading 10c Cigar.
MADE BY
"44" CIGAR CO., Inc.
PHILADELPHIA, PA.

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145 WATER STREET --- NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of LEAF TOBACCO
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
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I. KAFFENBURGH & SONS
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HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

H. NEUBERGER COMPANY
Incorporated
130 Water Street
New York
IMPORT EXPORT
LEAF TOBACCO

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306 NO. THIRD STREET, PHILADELPHIA

produce. They were compelled to call upon us for help in their desperate need.

5. If the United States isn't big enough to provide for England and France, and for our own soldiers at the front and in training, and for our own people at home, what nation, in God's name, will fly to OUR help with men and money, and food and guns?

Oh, you men of the business world, when will you realize that you and your activities support and keep alive the home, the church, the school, the state, the nation and the world?

When will you realize that you and your activities are the bulwark of life, liberty and happiness?

When will you understand that you dare not stop?

And when will you realize the dignity and urgency of your calling, and spike the guns of those traducers whose chief answer to the nation's problems is the idle and disastrous advice, "Stop spending money"?

There is work to be done, and you must do it. The truth of our present economic need must be spread broadcast. The people must know it, and you must tell them.

Men of business, as you love life, liberty and happiness, as you love the nation that sustains and insures these blessings, keep your businesses going. For on business activity in the United States depends the fate of mankind—the fate of mankind that faces the guns of kings who hate you, and your democracy, and your power over despotism.

SHIPMENTS TO OUR BOYS ABROAD

The War Trade Board announces that a special license, No. R. A. C. 43, has been issued through the Customs Service and the Post Office Department covering such shipments as may be made by persons in this country to, and for the personal use of, individuals serving in the United States Army or Navy or the American Red Cross abroad. This license does not permit any shipments by persons in this country to American prisoners of war, but has been issued in order to facilitate small personal shipments to our soldiers and sailors and Red Cross workers by doing away with the necessity of securing an individual export license for each exportation. Shipments by mail order under this license must be made in accordance with the rulings and regulations of the Post Office Department, shortly to be published. If it becomes necessary later to limit this license to certain specified commodities, notice will be given through the press.

VANCE C. McCORMICK,
Chairman.

BUMPED THE CEILING

The professor was showing a friend round his chemical laboratory.

"What has become of Jim Fillbottle?" the friend asked. "Wasn't he studying with the class last year?"

"Ah, yes," replied the professor. "Fillbottle, poor fellow! A fine student, but absent-minded in the use of chemicals—very. That slight discoloration on the ceiling—notice it?"

"Yes."

"That's Fillbottle."—*Liverpool Post.*

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Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for **Trade-Mark Services**
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

MAYENDA:—40,530. For all tobacco products. February 6, 1918. American Litho. Co., New York City.

HOOVERIZED, FIVE CENT SMOKE:—40,531. For cigars, cigarettes, cheroots and stogies. February 25, 1918. Paul Siess & Co., Owosso, Mich.

AIR-WAY:—40,532. For all tobacco products. February 25, 1918. The Rauch Cigar Co., Indianapolis, Ind.

LEON SMOKERS:—40,533. For all tobacco products. February 8, 1918. San Martin & Leon, Tampa, Fla.

TRENCH PIPE:—40,534. For pipes. February 27, 1918. Bangor Cigar Mfg. Co., Bangor, Me.

TANK PIPE:—40,535. For pipes. February 27, 1918. Bangor Cigar Mfg. Co., Bangor, Me.

HOTEL MARNE:—40,536. For cigars, cigarettes and tobacco. February 26, 1918. R. A. Bachia & Co., New York City.

MARNE HOTEL:—40,537. For cigars, cigarettes and tobacco. February 26, 1918. R. A. Bachia & Co., New York City.

SMILEAGE:—40,538. For cigars and cigarettes. February 2, 1918. American Litho. Co., New York City.

LA HUDA:—40,539. For all tobacco products. February 27, 1918. American Litho. Co., New York City.

COULDN'T TELL FOR CERTAIN

Two Kansas farmers met at the county seat shortly after a cyclone had visited that neighborhood.

"Well, sir," said one of them, "she shook up things out my way, to be sure. By the way, Henry," he added, "did that new barn of yours get hurt any?"

"I can't say," replied the second farmer. "I haven't found it yet."

REYNOLDS SCRIP DIVIDEND

R. J. Reynolds Tobacco Company has declared the regular quarterly dividend of three per cent. and an extra dividend of two per cent. on the common stock, payable April 1 to stock of record March 21.

Dividends are payable in notes or scrip dated April 1, 1918, and maturing April 1, 1920, and will bear interest at the rate of six per cent. per annum, payable semi-annually on October 1 and April 1. The notes or scrip issued in payment of these dividends may be redeemed at maturity in the preferred stock of the company at par or in cash at the option of the company. This action, according to the notice from the company, was deemed advisable, due to the demands of the growing business having made it inexpedient, at this time, to pay these dividends in cash.

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

FOR SALE—Cigar factory with retail store in connection. Store alone will clear One Hundred Dollars a month above expenses. Store can be bought separate from factory. This proposition is open and above board and will stand rigid investigation. For further particulars address C. T. Boehler, 219 Kay Street, Sacramento, California.

FOR SALE—Twenty-four Miller, DuBrul & Peters suction tables, in perfect condition. For a quick sale a very low price will be accepted. Address Box 151, "The Tobacco World."

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

WANTED

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made. J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

A GET RICH QUICK SCHEME

Two young Irishmen in a Canadian regiment were going into the trenches for the first time, and their captain promised them five shillings each for every German they killed.

Pat lay down to rest, while Mick performed the duty of watching. Pat had not lain long when he was awakened by Mick shouting:

"They're comin'! They're comin'!"

"Who's comin'?" shouts Pat.

"The Germans," replies Mick.

"How many are there?"

"About 50,000."

"Begorra," shouts Pat, jumping up and grabbing his rifle. "Our fortune's made!"—*London Opinion.*

The Tobacco World

Established 1881

Volume 38 March 15, 1918 No. 6

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

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PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

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322 Chestnut Street
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129 Fifth Avenue, New York City

Danny Goodman, First Illinois Infantry, champion light-weight boxer of the Army, "rolling his own" in his corner just before the gong. Standing, left to right: Billy Williams, champion bowler of the Army; Jack C. Felker, champion heavy-weight of the Army; Carl F. Timmersman, former pitcher of the Federal League and the White Sox. Photographed at New Braunfels, Texas. Grandstand of Baseball Park in background. Look for the famous muslin sack.

Uncle Sam's Champion Athletes "Roll Their Own"

There's no finer body of men in the world than Uncle Sam's khaki-clad soldier boys—and they smoke the "Makings" to keep feeling fit and cheerful. If *you* don't know why, its high time you learned. Listen:—

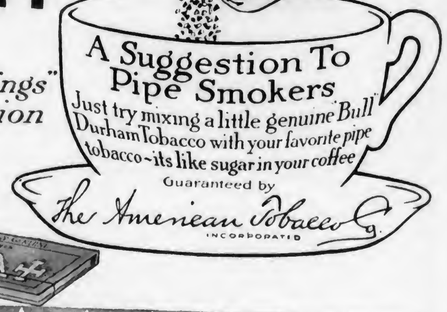
You can make for yourself, with your own hands, the mildest, most fragrant, most enjoyable cigarette in the world—and the most economical. Machines can't imitate it. The only way to get that freshness, that flavor, that lasting satisfaction—is to **"roll your own"** with

GENUINE

"BULL" DURHAM

TOBACCO

The "Makings" of a Nation


A Suggestion To Pipe Smokers
Just try mixing a little genuine "Bull" Durham Tobacco with your favorite pipe tobacco—its like sugar in your coffee
Guaranteed by
The American Tobacco Co.
INCORPORATED

"The Makings of a Nation" — Mr. Dealer: Please consider the significance at this time of this first slogan.

"Like Sugar in Your Coffee" — Try for yourself mixing "Bull" Durham with your favorite pipe tobacco and see how true is the second slogan.

VOLUME 38 NO. 7

The TOBACCO WORLD

APRIL 1, 1918

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RECEIVED
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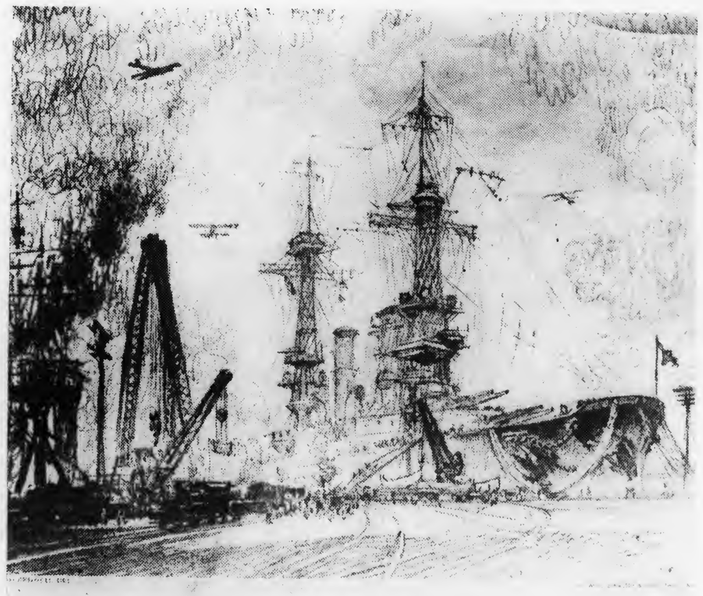
U. S. Department of Agriculture



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FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

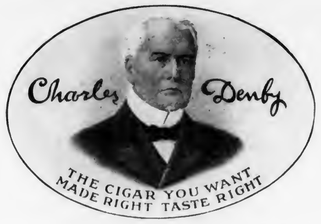
CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

"The Cigar that holds the confidence of the smoker pays retailers best"



This is the brand that is leading the trade everywhere to a full appreciation of the value of standard made cigars

The **"CHARLES DENBY"** satisfies the smoker because it is good, and the merchant because it sells.

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Makers of good cigars for over 67 years

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Established 1869

GENUINE

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Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.
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CELEBRATED
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Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.
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DANVILLE, VA.
DEPT. A

BAYUK BROS.

"HAVANA RIBBON"

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"The Havana Cigar of Exclusive Mildness"
The cigar that is PREFERRED by United States Senators, Eminent Bankers, and other professional men who are exceptionally discriminating. This proves the unusual merit of Neudorf's *Bouquet de Paris* Cigars.
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The most central American plan hotel in the city. Rooms with private bath and meals from $3.50 a day, or from $2 a day without meals.
Illustrated booklet and guide map of New York sent on request if you mention Tobacco World. Address John P. Tolson, Mgr.

PANAMA
The pipe with a canal that is never blockaded

Made of Genuine French Briar, Solid Vulcanite Mouthpieces and Highly Polished Nickel Bands

Established 1851
TRADE C.P.F. MARK
KAUFMANN BROS. & BONDY
THE OLDEST PIPE HOUSE IN AMERICA
33 E. 17th St., New York, N.Y.

Volume 38

THE TOBACCO WORLD

Number 7

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year — PHILADELPHIA, April 1, 1918 — Foreign $3.50

"The Winning of the War", the Paramount Issue Says New President of T. M. A.

IN the March 1st issue of THE TOBACCO WORLD, in discussing the retirement of Jacob Wertheim as president of the Tobacco Merchants' Association of the United States and the election of Charles J. Eisenlohr as his successor, we said in part:

"For a man to succeed Mr. Wertheim there were many from whom the new president might have been chosen, many whose qualifications measured up to the mark.

"The man who was chosen, however, is unquestionably qualified far beyond the requirements. He stands not only as a great national figure in the industry, but a popular one as well. A man not only popular in name, but popular because of the wide range of his personal friendships and his absolutely democratic ideals.

"This man occupies the position of chief executive of one of the largest independent cigar manufacturing concerns in the world. The foundation of this firm was laid many years ago on a single brand of cigars. And in the decades that have followed this brand has grown to a position of the largest selling single brand in the world. "Cinco" and Otto Eisenlohr & Bros., Incorporated, are synonymous terms known from coast to coast.

"It is indeed a happy choice for the trade, and the Tobacco Merchants' Association may be congratulated on the fact that Charles J. Eisenlohr has accepted the office of president. Under his leadership the Tobacco Merchants' Association will doubtless grow to greater strength and in national influence."

It is natural that President Eisenlohr's first letter to the members of the Tobacco Merchants' Association should be looked forward to with interest. Mr. Eisenlohr at the time of his election was in the South. He may have been thinking in terms of wrappers and binders and fillers, and of all the other minute details incident to the conduct of a great business. When notified of his election as president of the T. M. A., Mr. Eisenlohr's first thoughts were doubtless of the future of the organization.

But no one can read this man's first message to the members of the T. M. A. without being struck with the fact that over and above all else his heart is singing, "My Country, 'Tis of Thee."

In the wars of other days the trumpets sounded the charge and the drums beat. It is different today. But how like the blast of the trumpet sounding the charge to battle is the simple, concise message of the new president. If you do not feel a thrill there is something the matter with you. Read this opening paragraph:

"Having been honored by election to the presidency of the Tobacco Merchants' Association of the United States, I have assumed the duties of that office not only with a feeling of confidence that the association will continue to receive the wholehearted support of the tobacco industry, but with an intense desire to utilize to the fullest extent the splendid machinery of the T. M. A. organization in aid of the prosecution of the war."

In the second paragraph he assumes you are with him to the limit, as we know you are, and as we in our humble capacity most truly are. He says:

"I feel that I am expressing the views of the entire tobacco industry in stating that urgent and imperative as it may be for our association to deal with the many trade problems and difficulties that our industry is replete with, in times like this, all selfish interests and all business advantages should be subordinated to the fealty and loyalty that we owe our country. For, engaged as we are, in this terrible world war for liberty and democracy, we, whose good fortune it is to be thousands of miles from the firing lines, should exert every effort and apply all our energy to aid and assist in bringing closer the day when victory shall be ours."

Then with masterly logic he draws this conclusion from this certainty of his thought:

"I, therefore, feel certain that in making the slogan of this association, in the present crisis of our country, 'The Winning of the War,' the entire industry will join with us in bending every effort to an early, complete and victorious ending of the war.

"It is for us, the noncombatants, necessary cogs, as we are, in the machinery of warfare, to do our bit, so that the brave boys at the front who are so valiantly giving their all to protect and uphold the honor and integrity of this country, shall not find themselves unsupported and unbacked by the host of nonfighters at home.

"We can indeed serve our country in this crisis in many different ways. We can invest our unemployed capital in Liberty Bonds, stimulate the sale of War Savings Stamps, help the Red Cross and other movements calculated to make the boys in the trenches a little happier and more comfortable.

(*Continued on page 28*)

Just a Letter From France

THE following letter from an officer in the air division, now fighting in France, would indicate that the war has become such an ordinary event in his life that he does not even talk about it. This man has a multitude of friends still in the United States of America. Evidently it has become impossible for him to write personal letters to each one of them, as this letter is the product of a multigraph. In any case we believe our readers will find it interesting.

The letter, in part, is as follows:

Hello...Frank. How...are...you?

Oh...I'm...all...right...I am.

Well...why don't you ask how *I* am?

Why ...it ...don't ...make ...no ...*difference* ... how...you..are...s'long's...I'm all ri'.

—*Frank Tinney.*

I don't know that any one thing stuck out particularly in my impressions of (location deleted by censor), but among the many, many interesting sights and customs observed, one attribute seemed prominent—the fluidity of the country. It may have something to do with the mud, another national characteristic.

But, as Lester says, "It ain't nothin' to write home about." But it's interesting—the country—just the same. The mud is a little stickier than the homely brand, perhaps a little slippery-er, 'n there ain't no bacon 'n eggs for breakfast—pardon!—*petit dejeuner.*

'N there ain't no good juicy steaks with the gravy just o-o-oozin' out. But there's apples and nuts, or nuts and apples for luncheon dessert; 'n stewed apricots, stewed peaches (dried), or stewed figs or sumpin' like that for dessert at night. For one's pension is just one's "boardin' house" back home where they have bathtubs, 'n steam heat with real steam, 'n cakes 'n sirup, 'n puddin's, 'n ice cream, 'n Childses.

But, at that, it's luxury compared with life in the baldheaded row of the Big Show.

There'll be lots o' people—just thousands on 'em—who won't be doin' no tourin' "apres la guerre" in Yurrup. They'll be glad enuf to stay home a while 'n "See America first."

If only Weaver could be here—Weaver of where Columbus meets Broadway! BVD's stack up right 'longside Fatemmas, 'n baths, 'n regular coffee, and real eats. The continental idea of underwear is a cross between a necklace and a pair of wading boots. The shirt comes almost down to one's tummy, 'n the armholes have to be cut away with a jack-knife so the upper extremities can get through; and the drawers would make a snug fit for Fred Stone—was Stone the "Scarecrow"?—at the knees while John Bunny (Gawd rist ther sowls) would have to take a reef in the waist line, so-called; for the waist of the garment aforesaid comes up under the chin.

Oh, for the long drawn roar of a big Baldwin! Locomotive whistles here betoken a shortage in the peanut-roaster market back home.

Sign in town's largest drugstore window: "American Soldiers: here is someone speaking English."

Good old Croton water is going to taste good some of these days. Even if the next seven years are going to be the hardest of the war, as they say—we have something to look forward to. Cassis 'n vermouth, with a dash of siphon, is the strongest allowable—'n plain New York water has got that beat, for it tastes like an extremely attenuated raspberry soda—whatever that is like.

"SEND SOME SMOKES"

A captain in the Aviation Service now in France writes us,

"American cigarettes are unknown here; English ones are three francs (60 cents) and over; no French ones whatever. When last on the Boulevard I saw a line outside each tobacco shop and a sergeant inside keeping order. It seems they can only get tobacco on certain days."

This certainly would indicate that we must keep our tobacco funds going if we want to keep the boys supplied with smokes.

Now, I ain't sayin' dat ah won't do
Th' things mah country tel me to;
But thar's jist one thing dat ah foresee
Ain't gwine ter tack itself ter me—
Uh, uh! No, Cap'n Boss, not me.
'N dat's dis airplane stuff. No, Boss,
Ah'll bar sum uther kind o' cross,
Lak driven' a mule or totin' a gun;
But ah ain't flirtin' wi' th' sun—
Uh, uh! No, Cap'n Boss, not me.
If ah jist got t' loop d' loop,
Let it be 'round sum chicken coop.
'Tain't gwine be up whar dem ol' crows
Kin say I'se trompin' on der toes—
Uh, uh! No, Cap'n Boss, not me.
It mus' be nice, ah don't deny,
Ter go 'long oozin' tru der sky;
But dat's fer folks wat's in d' mood;
Wat's giv up gin, 'n luv, 'n food—
Uh, uh! No, Cap'n Boss, not me.
Der's plenty time f'r dis pore chile
Ter scratch 'roun hyar on earth ahwhile;
Dar ain't no wreath gwine lay on me
Ober dar 'n Germanee—
Uh, uh! No, Cap'n Boss, not me.
So, ah'll jes' wait 'til Gabr'l brings
A good ol' par o' angel wings;
'Nn wen ah pass dem airplanes by,
In pity ah'll look down 'n sigh—
Uh, uh! No, Cap'n Boss, not me.

—*Anon.*

Someone gives credit for above to an officer or man in a certain aero squadron.

"Au bon Diable" is the sign over a local dry goods store; slippers 'n shoes 'n sich may be bought at the sign of the "Chat Noir."

"Poor Butterfly" and "They'll Never Believe Me," with words in French and English, are the latest songs here.

The man who invented New York apartment houses was no inventor a-tall. He merely copied from the Old World. Along a wide but shallow stream high cliffs rise, often perpendicularly. Perhaps a window, cheek by jowl with a white-painted door, looks out on the plain below from the rooms cut from the soft rock. Many of these cliff-dwellers have pretentious fronts—glass-encased sun parlors a hundred feet above the road below—or a two-and-a-half-story front of white stone may project from the face of the wall, with the mansard roof running back to a junction with the cliff.

Saturday is the big market day. Big carts and little carts. Horses great and horses small. Perhaps the most interesting conveyance is the miniature cart with a donkey in the shafts. Madame, an old and wrinkled, wise and wizened woman, makes the trip to town. She bobbs up and down, her white lace cap executing a staccato movement. The narrow side streets—but all the streets are narrow—are filled with empty carts to the likewise narrow sidewalks. Courtyards are packed with carts and the animals are quartered in the stables adjacent—this in the center of town. All over a greasy slippery square are baskets of vegetables or, perhaps, the green goods may lay directly on the block pavement of the central portion which is raised by a few inches above the street. The narrow gauge model-sized tramcars, with a great clangor, occasionally pass. In another section of the square a tented village has sprung up for the morning, where are sold all sorts of knick-knacks, from hardware to clothing.

Dogs, hounds and muts! Their name is legion. Some are pets. Some are tied by a rope to small carts with a woman in the traces. Downhill the dog pulls just the same, while the peasant pulls in the reverse direction. But they're all—the dogs—of mongrel breed, no two alike, or even similar; the homeliest ever; and dirty, more dirty and filthy.

Letters and packages from *Home!* A big day on the calendar. Everyone wants to know the date of the letter. To all are mail days bright days. There's no rank distinction in mail.

Tout "suite" is popular with Americans; and usually there is added "the tooter the sweeter." America will have a new crop of slang when the khaki army returns to the Avnoo.

Lost up a side street, the "—— ——" has opened. Just a store with one room about fifteen feet square and another tiny one between it and the kitchen, small tables with imitation linen paper cloths, and a big —— suspended from the ceiling, from which ornament it takes its name. But already discovered and filled to the brim. Porridge is here. Roast pork and apple sass, regular coffee with *cream* at any hur during the day, and ice cream second to none with chocolate sauce all o'er; chicken with corn fritters made the old-fashioned batter way and fried on a griddle—where a griddle came from here is non-understandable; butter with bread as a matter of course. The one regular restaurant! With the others we are already familiar. The proprietoress, we surmise, is American. A red-haired Irish girl is first chief assistant and even the French waitress parleys Anglais. The a la carte meal costs ten or twelve francs if one doesn't overeat. Almost like being home in the States.

Spring seems to have arrived. The trees and bushes are budding, the grass is greener—it's been green all winter—Francois is out digging the garden and some of the early vegetables are already up. Occasionally we have a warm, hazy day. It's been still cold on an average, but the penetrating chill of winter has apparently disappeared. Some polar days we had when the thermometer really did some work, but most of the time old Centigrade has just kidded us along, while the chill went to the marrow—a damp, piercing cold that just oozed through overcoat, uniform, sweaters and wool.

It's hard to get used to the female baggage smashers and railroad porters and the female street cleaning department in another city, which department made little headway against the snow and slush. I think I heard the female garbageman cuss out her horse when he didn't move fast enough with his odoriferous load—but she didn't swear in Anglais, so it's all right with me.

Pipe House Employees Endorse Daylight Saving

Through their "House of Representatives," the employees of William Demuth & Company have placed themselves on record as being in thorough harmony with the "daylight-saving plan." They have written to Senator Calder and Representative Oscar W. Swift asking them to support the bill.

As has been previously related, the employees of William Demuth & Company have a form of self-government which corresponds to State and Federal systems. Dr. Newman, president of the Brooklyn Ethical Culture Society, after attending a recent meeting of the workmen's organization, highly commended it as a model for other business houses to follow.

Patriotism is at high tide among the workmen of this firm, as is indicated by the great number of thrift stamps purchased by the various clubs formed in each department. A keen rivalry for leadership exists.

Tobacco Acreage Not To Be Increased But Reductions Will Be Voluntary On Part of Grower

THE efforts of the Woman's Committee of the Council of National Defense, Connecticut Division, to have the land used in the production of tobacco in Connecticut taken over for food plant growing, will meet with little success, according to Congressman Augustine Lonergan, of Connecticut, who has been investigating the matter.

The proposal of the women created some little apprehension among the growers, for the women wanted Federal action limiting the area of shade-grown tobacco acreage for 1918. Mr. Lonergan immediately took the question up with the authorities, and received a letter from Secretary Houston, of the Department of Agriculture, who said in part: "I know of no plans, through legislation or otherwise, to regulate the size of the tobacco crop for the present year. I may say, however, that the experts of the department are of the opinion, considering the tobacco acreage in relation to the nation's food supply, that any increase in the normal acreage of tobacco which would materially interfere with the production of foods and foodstuffs in the tobacco-growing districts would be undesirable."

Dr. W. A. Taylor, chief of the Bureau of Plant Industry of the Department of Agriculture, in a letter to Mr. Lonergan, furnished the following information: "It is estimated that the tobacco crop of Connecticut in 1917 consisted of approximately 21,100 acres, about ninety per cent. of which was located in Hartford County. According to census returns, the average size of the tobacco crop in the State is about five acres. The aggregate value of the tobacco crop of Connecticut for 1917 is placed at $11,343,000, or about $537 per acre. The average yield of corn in Connecticut is reported as being about fifty bushels. Valuing the corn at $2 per bushel, the gross income from about five acres would be $500, as against $2685 for five acres of tobacco. As against 1916 values the 1917 increase per acre for tobacco was about 23 per cent. and for corn about 110 per cent. The estimated average yield of fifty bushels per acre of corn in Connecticut is about twice that of the yield for the country as a whole. The soil and climatic conditions of Connecticut are not adapted to the growing of wheat. The tobacco lands of the Connecticut valley, consisting of sands and sandy loams, are naturally quite infertile and require heavy fertilizing. The relatively high yields of corn obtained on these soils are due largely to the very intensive system of fertilizing applied to the tobacco crop. If it were possible to plant the total tobacco acreage of the United States in corn or wheat, available data indicate that the crops obtained would increase the total output of the country for these crops by one or two per cent. Adaptability of tobacco soils in the different districts to the growing of corn and wheat is quite variable. In some sections these crops are regularly grown in rotation with tobacco and with fair profit, while in other districts the culture of these crops yields but little, if any, profit."

The New England Tobacco Growers' Association recently adopted a resolution, sent to members of the New England delegation in Congress, as follows: "In view of the fact that the State Council of Defense has ordered that there shall be no increase in the growing of shade and primed Havana seed tobaccos and only a nominal increase in the growth of stalk tobacco, and, whereas,

"The tobacco growers of the State of Connecticut have shown a desire to comply with this request, it is hereby resolved that the State Council of Defense and the Connecticut representatives in Congress be petitioned by a committee of this association to ask and to insist that the other tobacco-growing States of the Union be requested and ordered to curtail their acreage in like manner by the Federal Government, and that the importation of Sumatra, Java and all imported tobaccos be restricted in exactly the same manner as the State of Connecticut has been restricted."

The committee named by the association consisted of F. B. Griffin, O. F. King, A. N. Shepard, G. A. Harmon and H. F. Farnham.

In explanation of this action, Secretary W. K. Ackley, of the New England Tobacco Growers' Association, stated that the tobacco industry in Connecticut is a very important agricultural industry and that the tobaccos grown in the Connecticut River valley cannot be surpassed anywhere in the world for cigar purposes. The growers annually spend large sums of money to keep the lands in a high state of fertilization, and if the growers are cut out of growing tobacco, as Dr. Anna Howard Shaw had proposed in her anti-tobacco resolutions, it would "be a clean knock-out blow below the belt to about 3000 Connecticut tobacco growers, not considering the Massachusetts growers, who are upwards of at least 1000 strong."

The following information was later transmitted to Mr. Lonergan by United States Food Administrator Hoover: "The Food Administration has no authority to request any limitations or restrictions on the use of land for any crops, and does not care to interfere in this matter.

"You can readily understand that to require the owners of tobacco land to plant their land to other crops would be a very serious matter. All crops require special treatment, special types of labor, equipment, etc., and to change from one crop to another on short notice would introduce many difficulties that the casual observer would not appreciate."

Any action that may come, in view of the above information, in the way of changing over these crops, would be voluntary on the part of the tobacco growers only.

C. L. L.

Some Things Any Retailer Can Do

New York, March 29, 1918.

Editor, The Tobacco World,
236 Chestnut Street,
Philadelphia, Pa.

My dear Sir:

I wish to compliment you for the manner in which your publication is giving space and attention to the duties of the Tobacco Industry in the prosecution of the War against Germany.

Events have shown that no industry better than the tobacco industry has a larger opportunity to serve the Government in times like these when it is necessary to use every possible means to arouse popular patriotism and awaken public interest in measures having to do with the winning of the war. Embracing as the industry does over 600,000 retail stores, patronized daily by millions of customers, it has at its command facilities which have proved of invaluable service, and to the great glory of the industry have been turned over to Government use with real patriotic spirit. Through no other channel, it seems to me can so many people be reached as quickly, directly and effectively when an important appeal is to be made or a call to service is imperative.

Early in the war the Company over which it is my honor to preside, discerned and made available its opportunities. We have been proud to have lent every effort possible to the promotion of the Government's war programs with results that have received the approval of the highest officials in Washington. We have been glad to turn over to Government use the opportunities for display of posters, the distribution of patriotic literature and the promotion of the various war activities, which our thousand stores afforded. Without restriction or limit we have placed our stores at the disposal of the Government and its representatives. By so doing we could every day put before the whole country the appeals which the emergency of war required.

Others in the tobacco industry showed as loyal a spirit. Nevertheless there is still wide opportunity to do more, and simply that the ways at hand may be suggested, perhaps an outline of some of our activities during the war are worthy of note. **EVERY CIGAR STORE WINDOW IN THE COUNTRY CAN BE MADE TO CARRY ITS MESSAGE AND NO PRINTED PAGE, BULLETIN BOARD OR ELECTRIC SIGN CAN ATTRACT GREATER ATTENTION.**

This has been demonstrated by the surrender of large spaces in our windows and inside our stores for the display of posters urging the purchase of Liberty Bonds. In the sale of these Bonds and of War Savings Stamps and Thrift Stamps the drawing power of these displays has been established. No advertising could be more direct or more impressive. It got quicker attention from more people than perhaps could be had in any other way. This was proved during the two drives already made for the sale of Liberty Bonds and will be proved again in pushing the third drive to a successful finish.

Acknowledgment has come to us from Washington that without our support to the Daylight Saving Bill its passage by Congress might have failed or been long delayed. The poster campaign, showing by illustration the reasons for passing such a law which was carried on during the summer of 1917, and again early this year woke up the country to the necessity of saving daylight. The posters woke up the people to the value of the law by making the country at large familiar with its purposes. Startling pictures in colors did what pages of argument and explanation had failed to do.

Posters displayed on a similar plan, and as persistently, worked as effectively for the promotion of practically all the other war measures, including the raising of the several camp activities funds by the American Red Cross, Y. M. C. A., the Knights of Columbus and the other organizations which appealed for aid.

In these and other cases, and many new ones to follow the tobacco industry has done and will do its patriotic duty. The field is open for usefulness and I do not doubt will be occupied by our loyal men. How far reaching the opportunities are it is very plain to see. The proofs are in the record of what has already been done.

Very truly yours,

EDWARD WISE,
President, United Cigar Stores
Company of America.

What Will be the Effect of New License Control on Our Tobacco Exports

By Alfred Thomas Marks

PROBABLY never before in the history of our foreign trade has there arisen such a contingency as has been brought about by the placing in operation of the license system governing all exports and imports. The impression, too, which seems to have gained considerable headway among our manufacturers, tobacco products makers among them, that the purpose—or rather the effect—of the new system will be to materially cut down all exports and imports, is bringing many protests and inquiries to the War Trade Board in Washington. As a matter of fact, the suggestion has seriously been made by several manufacturers in extensive industries, which have built up large world-business, that it might almost be preferred that we forego our foreign business during the period of the war rather than have the trade operations so hedged about by onerous restrictions and rules which call for an almost endless amount of troublesome detail, with always the risk of transgressing the provisions and requirements of the proposition. Of course, this will be recognized as an extreme view to take of the matter, and it is not regarded as representative of the feelings or sentiment of United States manufacturers and exporters as a whole.

Certain it is that the methods so far put in force to carry out the provisions of the President's proclamation, while observing both the letter and the spirit of the plan, have not been either unduly restrictive of exports and imports, nor have they permitted uncalled-for latitude in the observance of the new rule by our manufacturers interested in foreign trade. The impression one receives in talking with officials of the War Trade Board in Washington is that the chief purpose of the rule governing the issuance of licenses for all exports and imports is to prevent to the greatest possible degree our product going to supposedly neutral countries, and finally finding their way to Germany. This applies, in a lesser degree, to imports, which, in the event of their falling into the hands of our enemies, would be used against our allies and ourselves or give aid and comfort to Germany in other directions. Of course, as President Wilson states, one of the chief purposes is to free tonnage for the transportation of troops and supplies to Europe.

In the twelve months ended on January 31, 1908, the United States exported tobacco, manufactured and in the leaf, to the total value of $76,292,507, while the total for the same period ended January 31, 1917, was $69,871,858, and that for the year ended January 31, 1916, $63,712,000. This is the magnificent foreign trade which is to be affected, more or less, by the new rule requiring licenses for all shipments.

In order to secure an authoritative interpretation of what may be expected by our tobacco exporters in the application of the new rule affecting foreign trade, the writer took occasion to interview several officials of the War Trade Board. While, as a general proposition, there seems to be a hesitancy to pass upon any specific line of exports as supposedly coming under the head of manufactures which are, in a greater or less degree, to be cut down in quantity of exports, I was told that it was, in a general way, hoped to cut down the exports of so-called "luxuries and unneeded merchandise" as much as fifty per cent. in some cases; also, that it was largely the purpose of the new order of things to keep all war necessities within the country; but, above all else, the order is intended to free tonnage for the shipment of supplies and other war needs to Europe.

"No industry, no matter what it is, need feel that it is shut out from foreign business," said the secretary of the War Trade Board. "Each application for an export license will be considered in its relations to shipping conditions as they exist at the time the license is applied for. Should there be tonnage and transportation space available at the time the license is asked for, and this space is not needed for other more vitally necessary exports, license permission for shipping would be granted. At another time such a license might be refused on account of the lack of such shipping facilities at the moment, or the necessity of using such facilities as may be available for exports deemed more necessary to the buyers in other countries. It is not the purpose to compel any industry to forego its foreign trade, for it is recognized by our government that export trade is the very life-blood of a nation, and more necessary in time of war than in time of peace; but the purpose sought to be obtained as President Wilson says, is 'the transportation of our armies to France and the maintenance of a continued flow of the supplies and munitions needed to maintain them in fighting trim. This demand must be met, and if it becomes necessary to curtail our exports or imports these are measures which are forced upon us by the critical tonnage situation and the necessity of availing ourselves of every possible means of maintaining our armies in France.'

"It is the President's expressed purpose to interfere as little as posible with our export trade in Latin America. This he specifically refers to in his proclamation when he says: 'The limitation of exports is necessary to conserve the products of this country for the use of our own people and the peoples of the nations associated with us in this war; we must dispose of this surplus in such a way as to aid, as far as possible, those countries to the south of us which have always depended upon us.'

"My suggestion is that applications for export licenses be made as far prior to the date of the proposed shipment as possible. This will mean that the minimum of confusion and trouble will result in the event conditions are such at the time application is made that it is advisable to withhold the license."

The War Trade Board calls the attention of exporters to the fact that, in the applications for licenses, it is stated that all the questions must be answered; but the board recognizes that there will be instances where it will be difficult, if not impossible, for some of the information to be given by the shippers, and in that event the application will be considered on such information as is furnished by the applicant. If the information furnished by the shipper is not sufficiently complete to enable the board to act it will be returned with a request for additional information.

The form of application for license has been designed to meet all requirements, and if the shipper can fill it out completely he has given all the information desired. On the other hand, if the applicant cannot answer some of the questions he should not withhold filing his application for this reason. It is essential, says the War Trade Board, to know whether the applicant is acting as principal, agent, broker or factor, and this the applicant, of course, always knows. It is also essential to give a sufficiently complete description of the commodity so that the license may be properly issued and identified by collectors of customs and others interested. There are instances where it is not known in advance of shipment how many boxes, cases or packages there will be in a shipment. In such a case it is probable that a description of the articles and the weight can be given. Another question which the War Trade Board desires to have answered is as to how long the applicant has been doing business with the consignee or purchaser abroad, and this information all shippers can give.

Closely akin to the considerations involved in the license control of our exports and imports is the trade building for permanency after the war. Looking forward to the days when the war shall have ended, and the European workers now in trench and camp are back at their former trades and occupations, it behooves our tobacco and tobacco products exporters to make such plans as will enable them to hold their own in competition with all other tobacco-exporting nations. The bare, bald fact is that we must adopt the scheme which has worked out so successfully for European countries: We must organize to get and keep the business. Our United States manufacturers are not falling over each other in their eagerness to adopt this idea, preferring, evidently, to continue the commercial free-lancing which has (largely under non-competitive conditions due to the war) brought us the large world-trade of the past three years. A moment's reflection will demonstrate that this policy, as applied to conditions such as we will face in the after-the-war fight for foreign trade, is a mistake. Even now other nations are organizing for the trade battle to come after the war has ended, and there is no excuse for our not adopting the same plans, inasmuch as the Webb bill permitting organization for foreign trade is law.

A timely word comes from the Department of Commerce along this line which should be read and digested by every United States exporter who is looking to the larger entry of our country into world-commerce:

"We must organize for foreign trade, as do other countries, and as we will be enabled to do now that the Webb bill has become law. In nearly all other countries there are many export organizations, the larger industries each having its own trade body to cultivate foreign business. Economically speaking, we can manufacture as cheaply and as well as can any other country; but our selling end is not as efficient as it ought to be, and as it must be when we again come into direct competition with the world. This is one of the weak spots in our foreign trade. We must organize to sell the goods.

"There seems to be somewhat of a misconception among our manufacturers and exporters as to how these organizations for foreign trade can operate in a non-competitive way where an organization is made up of and represents but one industry. Strictly speaking, these trade bodies, as operated in other countries, are not selling organizations at all. Manufacturers in a line combine for the purpose of securing all possible information in regard to foreign markets for their product, and frequently send capable and well-informed representatives to get first-hand information as to the prospects, the demand, prevailing prices, present sources of supply, likes and dislikes of the people, financial standing and credit terms usual with the importers, etc. This information, and much beside from other sources, is carefully classified and placed on file, and is accessible at all times to the members of the organization. These organizations have other trade-winning functions, but these are the chief purposes. And it is along this line that our manufacturers must go after the trade of the world after the war, and we may as well take the preliminary steps NOW."

Campaign in National Magazines on "CINCO" Brand

RETAIL cigar dealers throughout the United States will be greatly benefited by an advertising campaign on the "Cinco" brand, aimed at the consumer, which will start in about two weeks with full-page ads in the *Literary Digest* and the *Saturday Evening Post*.

Otto Eisenlohr & Bros., Incorporated, have used newspaper space locally on the "Henrietta" brand, and particularly on the new "Admiral" size. Highly satisfactory results have been obtained.

The use of national magazines is a radical departure from the usual methods employed to advertise "Cinco," but there can be no doubt as to the result.

It is understood that the copy is built about the quality idea. Brands have come and gone but "Cinco" has remained unscathed throughout the years, proof of itself in a maintained standard of quality and value.

Win-the-War Spirit in Business Letters

"SEE that a win-the-war spirit gets into your business letters" is the slogan of a movement launched by the Department of Commerce to remind business men that the everyday business letter is a most effective instrument for creating confidence in the Government's war policies and for inspiring others with the determination to see the war through at any cost.

"The idea was first brought forward in connection with American business letters to foreign countries," says Secretary Redfield. "The volume of our foreign business mail is very large. It reaches firms in all but the enemy countries. For the most part it is read by those who are for us, but you may be sure that it reaches many who doubt our success and many who are at heart against us. I am sure that every foreign business man who opens an American letter is quick to detect even the slightest indication of the writer's feelings on the conduct of the war and its outcome.

"It is of the utmost importance therefore that the American business letter breathe confidence in every line. If the manufacturer or exporter feels that he has a just grievance against restrictions imposed on his trade, by all means let him go right to headquarters and register as emphatic complaint as he feels is justified. But he certainly should not carry the matter into his business letters. It is sure to create an entirely erroneous impression in some winds.

"Let the American business man make known to the whole world that he is for this war and that he is going to see it through, regardless of inconvenience, loss of trade, loss of money, or anything else. Every manufacturer ought to be fearless in expressing his sentiments even though he may be writing to a concern whose sympathies he may suspect are not wholly with us. Don't give a foreign concern the idea that you are apologizing for your Government's restrictions or that you are chafing under them. Spread the impression, the absolutely correct impression, that over here we are backing this war unqualifiedly."

Mail Deliveries Slowing Up

Washington, D. C.

ALTHOUGH Washington dealers are free to admit that the mail service between the capital and New York is considerably better than it was three months ago, there is yet much complaint of slow deliveries, and a number of firms have resorted to the use of special delivery stamps to expedite their correspondence.

Even with the use of special delivery stamps, it is declared, mail is frequently very late in reaching its destination, often not being delivered until several hours after it would have been received on regular delivery a year ago.

While the local business men are not disposed to be too hard on the mail service, there is a general feeling that somewhere between here and New York, both coming and going, something is slowing up tremendously the movement of letters. It is generally believed that the railway mail service is responsible for the slowing up in mail facilities between the two cities, especially as the officials at both post offices disclaim all guilt for the delay.

"All of our important mail is now being sent by special delivery," said one prominent dealer recently. "We started the use of the special delivery stamps on our ordinary mail not long ago in order to be sure that it was delivered in New York on the first delivery. This is the only way we can be at all sure of such early delivery now, and frequently even that is delayed."

Letters mailed in New York after business hours formerly were delivered in Washington on the first delivery to the business sections of the city the following morning. Now such letters are scattered over all the deliveries of the day.

Must Read Trade Papers

There appeared an article in a recent issue of the Chicago (Ill.) *Daily News* in which the writer in pointing out to young business men the steps that lead to business success, said:

"All truly alert business men read trade journals as a matter of real necessity. They feel that it is impossible for them to continue progressing unless they keep abreast of the latest developments in their particular line of business as recorded in the journals they read. He is, indeed, a wise young man who early becomes a subscriber and constant reader of a good journal dealing with his trade or line of business. From it he will learn how other men in the same trade have won success. Almost every week he will glean from it something of direct helpfulness. One week he will be especially enlightened by an editorial article; another he will profit most of all from a seemingly insignificant item of perhaps three or four lines, of peculiar interest to him because it happens to touch upon a problem with which he is for the moment much concerned, or possibly tucked away in some letter in the trade journal's correspondence column he may come across an idea opening up to him new vistas of thought—perhaps a new avenue of opportunity. Therefore, read at least one good journal specially intended for men in your trade."

Can Canteens and "Funds" Supply the Sammees?

THE necessities of war are great. We must win this war at any cost. Therefore the public will accept the order issued on March 26th by Acting Chief of Staff Major General March, forbidding the shipment of articles to troops in France unless requested by the soldier himself and approved by his commanding officer.

A dispatch from our Washington correspondent, which is printed on another page, states that this order applies to cigars, cigarettes and tobacco, as well as to any other articles.

It is set forth that the reason for including tobacco products in this order is that they can be secured at the army and Y. M. C. A. canteens in France, and at a lower price than they can be purchased for here. As proof of this, canteen brands and prices are given.

We are sincere in our desire to do anything in our power to win this war, and we are delighted with the knowledge that our boys "over there" are not dependent upon their relatives and friends in the U. S. for their supplies of smokes.

If the canteens in France are as well supplied as the Washington dispatch indicates, then it proves that the Government thoroughly understands the relation of the use of tobacco to troops in the field.

But the best thing that the Government can do is to include tobacco products in the army rations, as is done by most of the other nations engaged in the great struggle.

Aside from the soothing effect of tobacco and the comfort that it affords, the English authorities state that the consumption of food by nonsmokers is greater than that consumed by smokers, which is an important matter to be considered.

With all due respect to the order issued by Major General March, and his reasons for including tobacco in the prohibited shipments, our letters from France indicate no such plentious supply of smokes. From January 1st to February 12th we have received three letters from an officer in France, and in each one he has reiterated his request for cigarettes and cigars.

A letter dated January 10th, and from which a quotation is printed on page 6, says, "Write me and send some smokes." Another letter, dated February 12th, says, "Write right away and send some cigars."

Of course, the numerous tobacco funds of the country have been doing a wonderful work, a patriotic work, and something sincerely appreciated by our boys "over there."

The brief time between the issuance of this order by Major General March and the publication of the April 1st number of THE TOBACCO WORLD, is not sufficient for the compilation of statistics as regards tobacco products sent to France thus far.

The Tobacco Fund of the New York *Sun* is probably the largest newspaper tobacco fund in the country, if not the largest individual fund of any kind. The cash total thus far received by the *Sun* exceeds $200,000. This will buy a lot of cigarettes and tobacco.

Let us analyze a little further. Reports state that we have about 500,000 troops in France. Let us assume that about 80 per cent. smoke (this is a low estimate), which is a total of 400,000. If the *Sun* fund of $200,000 is invested in cigarettes, say packs of 8 cigarettes for 5 cents, we will have a total of 4,000,000 packs of cigarettes. Now, we will allow a pack of cigarettes per day to every smoking soldier. The total purchases of the *Sun* fund, if invested in cigarettes, would supply a pack of 8 cigarettes a day to 400,000 soldiers for *ten* days.

It is more probable that a soldier will consume at least one pack, containing 16 cigarettes, each day instead of a pack of 8. Then the *Sun* fund has bought only enough to supply 400,000 soldiers for *five* days.

There are many other funds, and the American Tobacco Company Smoking Kits are going across in great numbers, but we very much doubt that there is anywhere near an adequate supply of smoking material in France for our troops.

Our soldiers and sailors need smokes and, until the Government is able to supply their needs fully, some arrangement should be made to allow the individual gifts of cigarettes and tobacco to go forward.

We have had a large body of troops in France for at least six months, if not longer, and we believe that investigation will show that the supply of tobacco products for them has been, and still is, insufficient.

The *Sun* fund is much larger than $200,000, but the added amount is not sufficient to make any great difference in the conclusion that we have sought to establish by taking this fund for an example.

A Cigar Line in Germany

Among the various items of German news which have filtered through the Hague, is a statement that the Germans have added a new line to the bread line, the egg line, and all other sorts of food lines, in which rows upon rows of people, mostly women and children, stand for hours to await their turn to present their food tickets, but the cigar line is something entirely new and is as yet restricted to Germany.

Tobacco has been getting scarcer in Germany in the course of the war, and it has come to such a point that no one is allowed to buy more than five cigars at a time. The cigar shops are only open for an hour or two in the morning and an hour or two in the afternoon, so that those who wish to buy have to be in good time in order to get their turn before the shops close again. So a cigar line forms along the street for quite a considerable length.

Here Are Facts For King Consumer

WHILE many American smokers have accepted the slight advance in the cost of their cigars, cigarettes and tobaccos, there are still a great many who growl and grumble about it, without fully appreciating the necessity for these small increases.

Retailers who come in contact with the latter species of humanity may point out to them the conditions "over there," especially in England. Perhaps these dissatisfied consumers will then understand that they are getting a whole lot more than they at first thought. And the smoker would soon realize what the American manufacturer is doing for him if he had some experience with both the cost and the quality of the various continental brands.

In the March issue of "Tobacco," an English tobacco trade paper published in London, is revealed one side of the situation which the retailers "over there" face. We quote: "To save supplies of leaf and for the good of the whole trade, the Control Board have ordered that no manufacturer shall clear more leaf from bond than he did in 1916. So no manufacturer can get one ounce more than he did, yet the retailer seems to expect three times his 1916 supplies. . . . Be satisfied with your 1916 ration if you can get it, only for goodness sake don't be unreasonable The dealer is powerless, and by worry you only add to his already heavy burden." The term "dealer" probably corresponds to our jobber, as the advertisement is addressed to the retail trade.

A brilliant red poster for window display, enclosed in the same magazine, gives the following advice to smokers:

"If you can't get what you like,
Like what you can get."

Speaking of the restriction of the tobacco industry by the Control Board the magazine says:

"That the industry has been restricted and controlled is equivalent to stating that great inconvenience has been caused. But the point to dwell upon is not the inevitable inconvenience, but rather the chaos which would have prevailed in the end had there been no control. Hitching the trade car on to the chariot of the State has done something more than control the progress of the trade car. While the latter has had to follow implicitly the direction mapped out for it, it has also been appropriating some of the motive power which only the State can give.

"If one could imagine such an unholy thing as a Government of puritanical non-smokers there would have been not control, but collapse. Fortunately, legislators are almost to a man smokers, and can understand the service of tobacco to the Forces afield and afloat and to the munition workers at home. Hence we have the mild tyranny of a Board of Trade who look upon the tobacco industry as an integral part of war activities. The facts of the situation are recognized, and theories which the facts belie get short shrift."

Somewhat different from the time of old King James, and somewhat different also in the one-time colonies; for the Emergency Aid Committee in Philadelphia is sending thousands of dollars worth of tobacco to the American boys in the trenches.

Pertinent to the change of opinion of the great mass of the people toward the question of the use of tobacco, is the story of a serious and prejudiced old gentleman who asked a boy who was smoking, what he thought his mother would do if she saw him using cigarettes. The boy rapidly replied that she would probably have a fit as they were her cigarettes.

Anent the rationing of the smoker in England is the following report:

"Certain members of the trade have lately been selling black twist only in half ounces. I was in a local shop the other day when a man entered and asked for an ounce of twist. The shopkeeper told him politely that he could have half an ounce, but the would-be purchaser refused to have this quantity. But surely half a loaf, etc. Some of the tradespeople have also experienced much difficulty in obtaining supplies of cigarettes of the more popular kinds."

On February 20th, the English Under-Secretary for War stated that in 1917 the Government purchased tobacco, as part of the soldiers' rations, to the extent of 8,500,000 pounds of smoking and chewing, and 11,000,000 pounds of cigarettes.

This Government can do no greater service to the troops abroad than to include tobacco products in the soldiers' rations.

Also the Germans appear to be having a tough time of it in getting tobacco supplies, according to the following quotation:

"A German tobacconist writes to his trade paper of date February 10th, wanting to know (1) Where must I apply to get permission to use cherry and nut-tree leaves as substitutes for tobacco? (2) What is the percentage of substitute fixed at? (3) What is the price of cherry leaves? The paper refers him to the chief Revenue office, to an official order as to the percentage, and says it does not know the price of the cherry leaves."

Further investigation would doubtless bring to light many more interesting and instructive details regarding the troubles of tobacco dealers and consumers in England and Europe.

The smoker in this country will do well to look cheerful. It is very easy to see that by comparison the smoker in this country is wonderfully well served by the manufacturer, jobber and dealer. A slight increase in price—an absolutely necessary one—is the only thing that stands between the smoker and all the tobacco he wants to buy, and good tobacco at that. But abroad the smoker cannot only not get all he wants, no matter how much he is willing to pay, but in some countries he must smoke substitutes or nothing.

We may reasonably anticipate having some troubles of our own in the tobacco industry, and all of us should prepare to meet them cheerfully.

Ban On Sending Smokes To France

A GREAT decrease in the shipments of tobacco, cigarettes and cigars to American soldiers in France, is expected to result from the order just issued by Major General Peyton C. March, acting chief of staff, that in future shipments of any articles to members of the American Expeditionary Forces abroad will be limited to those articles which have been requested by the individual to whom same are to be shipped, such requests having been approved by his regimental or higher commander. Parcel post shipments will be accepted by the post office authorities, and other shipments by express or freight companies only upon presentation of the approved request in each individual case.

This order was issued as a result of complaints that the parcel post service to France was being crowded with articles purchasable there, often at prices lower than the cost here. Among the articles mentioned was tobacco. It was declared that every pound of parcel post matter which could be kept off the ships meant that much more space for ammunition and other needed war materials. Also, upon arrival in France, this matter takes up valuable space in the trains running toward the front, when munitions and food for the army should be transported.

The number of soldiers in France, of course, will be greatly increased as time goes on, and a corresponding increase in the packages sent them, it was feared, would result in a serious congestion, both at the shipping points here and at the receiving ports in Europe, possibly resulting in dangerous delay in the shipment of much-needed war supplies.

The War Department has issued the following statement regarding the situation:

"On account of the shortage in shipping it is necessary to limit shipments to France to things which are absolutely essential for the fighting efficiency of our forces in France. In other words, we must strip for action. It has been found that the shipments of parcels to individual officers and soldiers has assumed enormous proportions, now averaging 250 tons a week, and by reason of their bulkiness displacing a great amount of important army freight on commercial liners and transports. Because of this, General Pershing found it necessary to earnestly recommend a curtailment in shipping of parcels to France."

In the text of the order limiting such shipments to articles which have received the approval of commanding officers, the statement concludes:

"It will be seen from these instructions that it is not the desire of the War Department to prohibit shipment by relatives and friends of necessary articles to members of our army in France, but only to restrict such shipments to the needs of the individual as expressed in a request made by him and approved by his commander. In this manner the amount of shipment of such articles will be under control of those in authority in France, yet will deprive no person of any needful article. This action has been taken to meet a most urgent war necessity."

As a result of this order, little or no tobacco will be accepted for shipment, as cigars, cigarettes and tobacco are on sale at the Y. M. C. A. canteens and recreation centers located at the various points where our troops are assembled. These articles are sold to the men at slightly less than they cost in the tobacco stores in this country. The Post Office Department has compiled a price list of the various articles shown at the canteens, which shows the following quotations for tobacco:

Cigarettes: Black Cat, 15 1/5 cents; Camels, 9½ cents; Fatimas, 14½ cents; Laurens surfine petit, cork tipped, 23¾ and 14¼ cents; Laurens Khedive (15), 19 cents; Lucky Strike, 9½ cents.

Muratti: Marshall, 19 cents; Classic, 7 3/5 cents; Aristen Gold Tip, 35 cents; Nab-ka, 28 cents; After Lunch, 9½ cents; Ariston de Luxe, 42.7 cents; Ariston No. 10, 42.7 cents; Pall Mall special, 28½ and 14¼ cents; Piedmont, 4¾ cents; Sweet Caporal, 4¾ cents; Three Castle, 17.1 cents; Woodbine, 4¾ cents; Xanthia Tennis, 9½ cents; Mecca, 4¾ cents.

Cigarette paper: Riz-la-Croix, 1.9 cents; Papier Said, 0.9 cents; Cigarette case, 11 2/5 cents.

Cigars: Londres, 9½ cents; Reinas, 9½ cents; American Eagle, 9½ cents.

Pipes: Maurice, 42¾ cents; Bon Marche, 19 cents.

Tobacco: Smoking: Bull Durham, 4¾ cents; Tuxedo, 1-ounce bags, 4¾ cents; Tuxedo, 1-ounce tins, 9½ cents.

Pouches: No. 1, 33¼ cents; No. 2, 19 cents.

Chewing: Star, 10 cm. cut, 9½ cents; Horse Shoe, 10 cm. cut, 9½ cents; Battle Ax, 4¾ cents; Piper Heidsieck, 28½ cents.

As soldiers are able to secure all needed supplies of tobacco at the canteens, it is considered most improbable that any requests for shipments of smoking materials from home will be approved by the officers.

C. L. L.

When the curtain fell on dancing and singing and the cabaret in places where liquor is sold here in our City of Brotherly Love, one of the daily newspapers came out with a wail that as a result of this ruling one hundred and fifty waiters would be thrown out of work. The writer who advanced that claim made a mistake. What he should have said was that "one hundred and fifty waiters will now have to *go to work.*"

How many dealers ever stop to think whether it is better to give a man a long-shot brand when he asks for a nickel cigar or to try to *sell* him a standard brand at six cents. Six-cent value may bring the customer to your store regularly, but it is a hundred-to-one shot that he will never come back if you allow him to stick himself without telling him.

Be Sure You Understand Partnership Law If You Are Going Into A Partnership

By Elton J. Buckley

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IN writing about partnership law, I have emphasized the fact that one of partnership's chief disadvantages was that one partner was liable for so many things which his fellow-partner could do. Acts which spent the firm's money, injured its reputation and which even might destroy its business.

In partnership no specific authority needs to be given to a partner to do the sort of acts I refer to. The very fact of partnership creates the authority, for one of the fundamental principles of partnership is that every partner is the agent of all the others, and being their agent, can bind them by what he does.

The United States Supreme Court has recently handed down a decision right on this point which is both interesting and valuable enough to discuss briefly. It shows most clearly how the danger I speak of may work out.

This case arose in New York State, and finally got to the Supreme Court of the United States. A and B were in business together as partners. A customer of the firm, C, owed it a large sum of money, and, not being able to pay, turned over certain securities to the firm in order to protect it until the debt was paid. The securities, incidentally, were worth six times as much as the debt.

A few weeks after this the firm got into a tight place financially and one partner, without the other's knowledge, raised some money by selling C's securities. The proceeds were of course used for the benefit of the firm, but B was wholly ignorant of the whole transaction. In a little while A and B went into bankruptcy and paid a very small dividend. It looked as if the securities were forever gone.

B, sometime after, being discharged as a bankrupt, came into some money and the owner of the securities began suit against him to recover his losses. B defended on two grounds: First, he was not liable because he did not know the securities had been sold by A and had no part in their sale; and second, even if he was originally liable, he was freed from liability by his discharge in bankruptcy.

He was overruled at both points. The Court held that a discharge in bankruptcy was not a release from all debts, particularly those arising "for willful and malicious injuries to the person or property of another." As for the plea that he was not liable because he was ignorant and innocent of the sale of the securities, the Court said this:

> "That partners are individually responsible for torts (wrongful acts) by a firm when acting within the general scope of its business, whether they personally participate therein or not, we regard as entirely clear. Castle v. Ballard, 23 How. 172, 16 L. ed. 424; re Peck, 206 N. Y. 56, 41 L. R. A. (N. S.) 1223, 99 N. E. 258 Ann. Cas. 1914 A. 798. If under the circumstances here presented, the firm inflicted a willful and malicious injury to property, of course plaintiff in error (B) incurred a liability for that character of wrong."

All cases laying down this principle lay great stress on the requirement that in order to bind an innocent and ignorant partner, the act complained of must have been done by the partnership within the general scope of the business. For instance, take a partnership in business to sell hardware. Suppose a manufacturer sends a thousand dollars' worth of goods to the firm as agent to be sold for the manufacturer's account and the proceeds remitted. The goods are sold and A, one of the partners, puts the money in his pocket and absconds. The other members will have to make up the loss, because their partner's act was done within the scope of the partnership business.

But suppose A had been handling the consignment business on the side. It was his own enterprise. The regular business of the firm, let us say, did not include anything like that. It was a retail business and bought and resold in the regular retail way. In that case if A sold the goods and departed with the money, his partners, even though he had used the firm name in the transaction, would not be responsible in the least. The act would then not have been done by the partnership in the general scope of its business.

There are many cases where totally innocent partners have been made to pay back money which a fellow-partner had raised on a note in the firm's name and put it in his own pocket. This where he had raised money for the firm on the firm's notes before.

I say again what I have said before: that in partnership, the welfare of a partner is very largely at the mercy of his fellow-partners. They can do all sorts of harmful things to him and the business, against which he is to a large degree helpless.

Naturally, the agency theory which lies at the bottom of partnership does not extend to criminal acts. In the Supreme Court case above reported, for instance, the sale of C's securities was a criminal act, and the responsible party could have been arrested. Had C arrested him instead of bringing a civil action, he could have arrested only A. B's plea that he knew nothing of it would have saved him from criminal prosecution.

More Experiences Of The Cigar Clerk

By Arthur T. Garrett

"WELL," said the Cigar Clerk, as he placed the open box of matches out of reach, "I guess them Germans have got the Ukeraine all right."

"Uh, huh," grunted the Street Car Conductor, as he picked up the single match lying on the showcase. "I heard a fat guy in my car talking about it this morning. But I can't see any encouragement in that report for our side. You just gotta hand it to them Germans for bein' on the job when it comes to fightin' anything like that. S'pose they have got this here Ukeraine and got it bad. I betcha one o' them Heinie doctors will dope out a vaccination stunt that will keep the rest of 'em from gettin' it. I only wish the Kaiser would ketch it, though. He's a pretty old guy now and his health ain't what it used to be. I bet if he got this here Ukeraine it'd take him off just like that. He ain't takin' any chances, though, you can gamble on that, and——"

"Say, you poor ravin' carp," interrupted the Cigar Clerk. "Whache talkin' about? What do you think this here Ukeraine is anyway?"

"Why, it's a disease, ain't it? Sumpin' like the small-pox, only more fataler? Is it a breakfast food, or what?"

"It's a breakfast food, all right—for the Germans; also dinner and supper. It's a country, you simp, a country bigger'n Texas, full o' wheat and dam cowards. Millions of acres of the richest black land in the world all ready for the Germans to work with their Belgian and Polish slaves, and if we don't bust that Western Army this year, good night! It'll take ten years mebbe to do the trick."

"I never was strong on joggerfy," said the abashed Conductor. "I never could remember whether Paraguay was the capital of Australia or Iceland. Mathermatics and grammar was where I shined at school."

"Yes," said the Cigar Clerk. "Anyone can see that you got a half-nelso non this grammar proposition, and in your business you simply must be up in 'rithmetic 'n geometry 'n everything. It'd be awfully embarrassin' for you when you turn your dough in at the barn if the sum described in both your pants pockets don't square with the sum showed on the open face of the register."

"Izzat so?" was the heated retort. "Well, I bet if it wasn't for the Dayton machine keepin' its eye on you you'd a had a whole string o' cigar stores in your own name by this time. And at that I notice the 'No Sale' key shows evidence o' hard wear."

"Don't let's get personal, old man; have a cigar on me. I didn't mean nothin'. I was just tryin' to find out where you keep your goat."

"What's the matter with it?" asked the Conductor suspiciously, as he pinched the cigar and smelled it. "Can't you sell it, or what?"

"That," said the Cigar Clerk impressively, "is a genuine imported domestic cigar with a Brassica Olaracea wrapper and a filler of the best hand-picked Chinese alfalfa. You smoke that there cigar and I guarantee you won't smoke any other afterwards. We had a hard time gettin' this last lot, because millions of Siberian nifticks, attracted by the smell o' chop suey, swarmed over our Chinese plantations and purty near ruined the whole crop."

"You don't tell me. I hadn't heard nothin' about it. But I don't get a chance to read the papers much; my passengers seem to be mostly tight-wads what take them along. Speakin' about Siberia now, do you s'pose the alleys will give them Japs the office to horn in there and make a clean-up? I'm just astin' you will they let them lemon-colored zinks in there to proteck them stores at Vladivostock? I'd as soon let a hungry bulldog protect a sirloin steak."

"You've uttered a heap. Wilson ain't tipped his hand any, because he's a guy that can keep quiet in all the languages, livin' and dead, but I ain't seen any evidence of turnin' the Siberian doormat so the Japs can read 'Welcome.' Japan didn't horn into this scrap because her pulse beat strong for democracy. She's got an autocratic government that was a close corporation for royal benefit when the Germans were runnin' from cave to cave, carryin' knotted clubs, and dressed in one-piece garments made out o' the upholsterin' of a wolf. The Mikado's ancestor was a settin' on the royal throne two thousand years ago, when Kaiser Bill's folks was settin' on damp rocks and gnawin' raw fish. Yeh, their government is about as democratic as Vermont is in presidential year."

"Mebbe you're right," agreed the Conductor, as he inhaled the smoke from his "Imported Domestic." "I ain't got much use for them heathin myself."

"Oh, well, Japs is Japs, which is punishment enough accordin' to my way o' thinkin', and for all o' me they can have Siberia, Korea and the whole works west o' California, except what's our'n o' course. A Jap is born a Jap and he can't help it, so he's a whole lot better than some of the birds we have right here. Look at that bunch o' misguided mutts what have protested against any of the Red Cross funds being used to buy playin' cards or tobacco. Ain't they the fine patriots, though? They consider a five-handed game o' penny ante a more horrible outrage than the Germans destroying a Belgian town. They'd rather see one of our boys full o' shrapnel and the hope of a glorious future than to have him drawin' a flush and a cigarette at the same time. I wonder if they think this war is bein' conducted accordin' to the rules of the Methodist Discipline or the Presbyterian Confession of Faith. I s'pose they think after a scoutin' party has returned from No Man's Land, where they've been busy several hours scatterin' German fragments over the landscape, that it would undermine their morals to come in contack with a cigarette or a deck o' cards. They can gamble with their lives in the biggest and most dangerous game ever played—War—against the crookedest gambler hell ever spawned—the Kaiser—but their immortal souls are lost if they try to forget the horrors they've been through by chancin' a few

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The Personality of The Cigar Clerk

By Frank Farrington

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THERE is big money nowadays in the selling end of the big businesses and there ought to be good money in the selling end of any business. The volume of business and the profits depend to a greater extent upon salesmanship than most retailers and manufacturers realize.

The reason for the failure of many a cigar business is the lack of ability to sell goods, either on the part of the proprietor or his employees.

Whether the business is so small that the manager does all of his selling, or so large that it is all done by salesmen, the rule is the same—the better the salesman, the more his sales.

To develop the selling power of the people who meet the customers is to develop the business itself.

In order to be a success as a salesman, you must first be a success as a man. Begin at the beginning. If it is too late to begin at the beginning, then begin right where you are. It will never be any earlier.

There are a few so-called "born salesmen," people to whom the art of persuading others to buy is as natural as it is to eat or to breathe. Such persons are comparatively few, but they need less instruction than others, though the individual who has nothing further to learn about his work is indeed a wonder.

A salesman should begin with his personal appearance. This does not mean that he should wear his Sunday-go-to-meeting clothes every day. That would be overdressing for the part and it would be a mistake in any business. He should be well dressed, but inconspicuously dressed. He is well dressed whose clothes attract no attention.

Of course, we must all dress for our work, and the cigar dealer who is obliged to go behind the counter, perchance, while occupied in unpacking goods or washing windows or some of the other dirty work of the shop may necessarily have to do so in overalls, but this need not prevent him from looking clean. There is a difference even in overalls. It is not the kind of clothes that offends the customer. It is their condition.

There are a good many customers who do not care two straws how the salesman is dressed, but even these people are not unfavorably affected by clean, attractive and suitable clothes.

No one likes to do business with a salesman who is offensive in any particular, or in any degree. An unpleasant breath, dirty linen, blackened teeth, unkempt hair—all these send somebody away or affect somebody adversely, though not the slightest hint of it may be given.

Bear in mind that I am not accusing the selling members of the cigar trade with any greater laxity in such matters than any other class of business people. They no doubt possess less. But we are all likely to become slack in matters of dress or care of the body. The individual who never does backslide in such directions is not in need of any advice, but there are a good many who need to be prodded vigorously and constantly.

Physical condition has more to do with selling success than we are apt to think it has.

To be a good salesman, to be fit to compete with the brightest of competitors, a man needs to be right on his tiptoes when he is talking with a prospective purchaser. He must be alert in every sense. His mind must be keen and his wit nimble.

Can any salesman fulfil these conditions after a night out with the boys, or when his mind is befogged with alcohol?

There have probably been instances where a salesman has apparently succeeded, though addicted to all manner of vices. But no matter what the facts of his success may be, if he has had any it has been in spite of such handicaps and never on account of them.

There are handicaps and disadvantages enough in business without a man loading himself up with any unnecessary ones.

You should not only have no handicap of ill-condition to overcome, but you should, if it is a possible thing, be so fit at all times as to possess a handicap over the other fellow who is less careful.

The big organizations of selling men who are employed by the most successful manufacturing concerns of the country are nowadays giving the most careful attention to the matter of physical fitness. They know that no man can do high-class work when in low-class physical form.

If a customer comes in asking for some brand of pipe tobacco that you do not carry, can you induce him by salesmanship to try one of the brands you do have if you are suffering from a headache or a toothache, or even if you merely feel dull and listless?

Cigar dealers as a rule have less opportunity to get outdoors in connection with their work than most other business people. This is a disadvantage that should be overcome whenever possible by taking time for outdoor recreation in both winter and summer.

There is one quality that spoils a man for successful salesmanship. It is a common quality, one that troubles most of us at times—laziness.

It means the absence of energy. Nobody ever heard of a lazy hustler. Nobody ever heard of a man succeeding if he possessed the habit of letting whole hours slip away in idleness.

Why, man, there isn't time to be lazy if you are going to succeed in your work!

This of course has nothing to do with vacations. Every man needs rest, but rest is not laziness. It is simply the necessary relaxing that allows the mind and body to come back.

While one is on duty he should cut out mental and physical laziness absolutely. He should be filled with an energy that will keep him looking for something to do.

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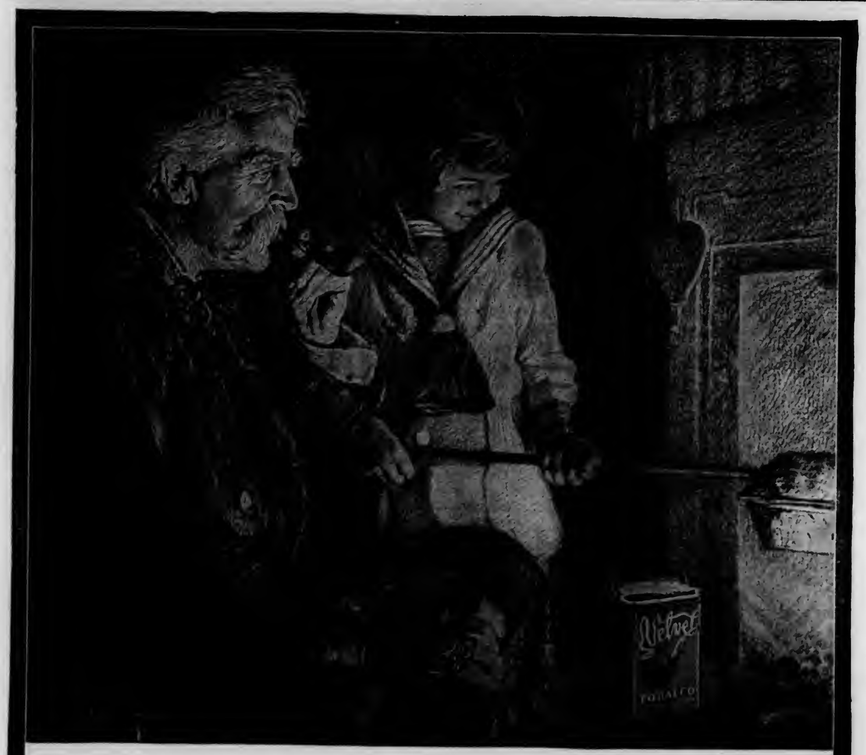

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THAR'S hardly a man so small an' mean
That you won't find him real worth while
If you ask him a "howdye" now an' then
An' smile him a shore 'nuff smile;
An' pass him yo' Velvet neighbor-like—
Why, bless you, the man ain't born,
That friendly warmth won't make expand
Like this here poppin' corn.

He'll mellow right out with the mellowness
That long years' agein' imparts
To the Velvet that warms each cockle there is
In his innermost heart of hearts.
So let's not let any fellow we know
Live friendless an' lone an' lorn,
When a bit of warmth would bring him out
Just like this poppin' corn.

Velvet Joe.

THERE'S mellowness in Velvet—a mellowness combined with flavor, smoothness, coolness and mildness.

Nature puts that mellowness into Velvet during two long years of ageing in wooden hogsheads. It's the slow way and the expensive way, but one pipeful of Velvet proves that it's right. Try Velvet today and see for yourself.

Liggett & Myers Tobacco Co.

Velvet Joe's Almanac for the year 1918 is now ready. If you want a copy write to him at 4241 Folsom Avenue, St. Louis, Missouri, and he will mail it to you.

bags tins
1 lb. glass humidors

"Velvet" advertising is more important than ever for the dealer this year. Full pages in the great national weekly and monthly magazines are telling the Velvet story now."

The Personality of The Cigar Clerk

(*Continued from Page 18*)

We are fond of calling the commercial successes of the day "Live wires." That is what they are every minute that they are on duty. They may let down and shut off the current of energy while they are away from business. It is wise that they do. But did you ever see one of these live wires loafing on his job?

You who have already achieved success in your business, or established a trade that you know will last you out, may be able to afford the luxury of taking it easy during working hours though you probably will not do it. But you who have not yet reached the height of your ambition, and that means about nine hundred and ninety-nine men in every thousand, you cannot spare time to loaf. You need to put in all the time not required for rest and recreation in doing or in learning how to do.

Now, I know some employees who are going to read this will say, "That's all right, but you needn't think I'm going to work myself to death and lose all the fun in life for what pay I'm getting."

The fellow who takes that attitude makes a mistake. He probably does his employer some injustice, but he does himself infinitely more.

The employer is entitled to get more work from his help than he pays for or he will not make a profit on them. But if he has an employee who does not make good, he can let him go. You, as a salesman, cannot do your employer any more injustice than he is willing to permit.

But you cannot get away from yourself. By shirking you are robbing yourself of the advantages of experience and you are saddling yourself with the qualities of a quitter.

If you expect to be a success some day you have got to begin right away to develop the qualities required for success. Success comes because the man has developed the qualities that make it. The rule never works backward. No man ever became a success and then developed the necessary qualities afterward.

Every Little Helps In The Liberty Loan

In a call upon the American people to support the Liberty Loan, Secretary of the Treasury McAdoo said in part:

"It is a sacred duty of every citizen and it should be regarded as a glorious privilege by every patriot to uphold the Government's credit with the same kind of self-sacrifice and nobility of soul that their gallant sons exhibit when they die for us on the battlefields of Europe."

There may be some who will hesitate because they can make so slight a contribution to the great cause, but "every little bit helps" more than we at first realize.

One $50 bond will buy trench knives for a rifle company, or 23 hand grenades, or 14 rifle grenades, or 37 cases of surgical instruments for enlisted men's belts, or 10 cases of surgical instruments for officers' belts.

A $100 bond will clothe a soldier, or feed a soldier for eight months, or purchase 5 rifles or 30 rifle grenades, or 43 hand grenades, or 25 pounds of ether, or 145 hot-water bags, or 2000 surgical needles.

A $100 and a $50 bond will clothe and equip an infantry soldier for service overseas, or feed a soldier for a year.

Two $100 bonds will purchase a horse or mule for cavalry, artillery or other service.

Three $100 bonds will clothe a soldier and feed him for one year in France, or buy a motorcycle for a machine-gun company.

Four $100 bonds will buy an X-ray outfit.

One $500 bond will supply bicycles for the headquarters company of an infantry regiment.

So start with a $50 bond; almost anyone can do that. Every contribution *you* make means a few more trench knives, or hand grenades, for the boys "over there."

A Salesman's Cleverness

A story has been going the rounds among newspapers and other channels of gossip of a salesman who had received a handsome cash bonus from his employer because of the big increase in his sales during the preceding year, and when asked to what he attributed his success, he replied:

"I defy anyone to ask me a question about my business that I cannot answer."

There are probably a few men behind retail counters who could answer intelligently and satisfactorily the multitude of questions which are likely to be asked him during any business day of the week and in regard to the cigar and tobacco trade. For instance, how many cigar store clerks could tell why a cigar with a dark wrapper is really more wholesome for the smoker than a cigar with a pale light wrapper? How many could intelligently point out the common mistake of most laymen as to the dark substance which collects in the ends of cigars and cigarettes as well as in the stems of pipes, and which is commonly, although erroneously, designated as nicotine? And yet these are only a few of a tremendous number of matters which are intimately connected with cigars and tobacco and concerning which large numbers of salesmen are not as well posted as they might and should be.

Stop! Look! Listen!

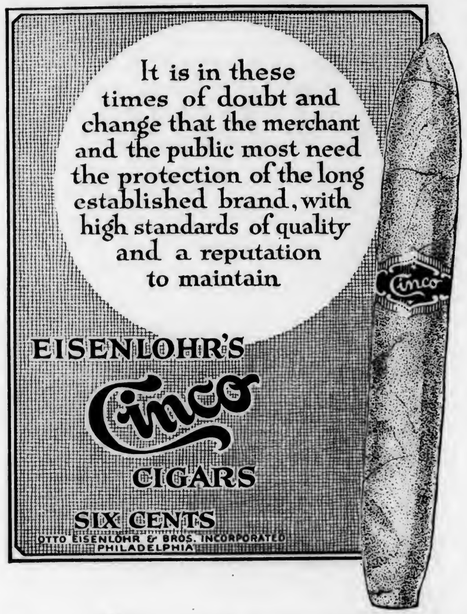
This is the psychological moment for you to begin to use domestic wrappers. The condition of the imported wrapper market is dangerous. If you don't look out you will work another year for nothing, or perhaps at a loss.

$1.85 per pound duty; labor higher than ever; fillers and binders higher than ever; and imported wrappers dangerously high; these facts spell---NO PROFIT FOR YOU---unless you use

Connecticut Shade Grown or Georgia and Florida Wrappers

American Sumatra Tobacco Company

142 Water Street, New York


It is in these times of doubt and change that the merchant and the public most need the protection of the long established brand, with high standards of quality and a reputation to maintain
EISENLOHR'S
Cinco
CIGARS
SIX CENTS
OTTO EISENLOHR & BROS. INCORPORATED
PHILADELPHIA
Cinco

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Meeting 1st Thursday of each month at Masonic Temple, 310 Lenox Ave., New York.

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Meeting 4th Tuesday of each month at Hotel McAlpin.

A. T. Company Shows Gain

The American Tobacco Company Wednesday made public its report for year ended December 31, 1917, which shows profits for the year of $13,310,685 after all expenses and charges, including Federal income and excess profits taxes. This compares with $12,298,058 for 1916. After regular preferred dividends, the balance of profits earned on the $40,242,400 common stock was equal to $25.21 a share, against $22.70 a share earned the year before.

The income account of the company for year ended December 31, 1917, compares as follows:

	1917.	1916.
Total sales,	$89,920,249	$70,009,437
Net earnings,	*9,785,361	8,699,339
Other income,	3,778,304	3,713,285
Total,	$13,563,665	$12,412,624
Interest and bond premium,	252,980	114,566
Balance,	$13,310,685	$12,298,058
Preferred dividends,	3,161,982	3,161,982
Common dividends,	8,048,480	8,048,480
Surplus,	$2,100,223	$1,087,596
Profit and loss surplus,	39,181,756	37,081,533

* Net earnings after all charges and expenses, including Federal income and excess profits taxes.

The dealer who cuts prices on cigarettes is a philanthropist who may or may not know it. A continuation of this practice may, unfortunately, make the dealer the object of the county's or State's philanthropy. There always seems to be some strange relation between the county poorhouse and the "something for nothing" exponents.

Many a retailer is waking up to the fact that it takes more than a national reputation and national advertising to sell cigars at six and eleven cents. Heretofore the manufacturer has created the sale while the dealer has taken the profit and delivered the goods. Now it is up to the *dealer to create the sale,* thereby *earning* the profit.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, ETC., OF "THE TOBACCO WORLD," PUBLISHED SEMI-MONTHLY AT PHILADELPHIA.

Required by the Postal Laws and Regulations. By the Act of August 24, 1912.

Name of Editor—Hobart B. Hankins, 236 Chestnut St., Phila., Pa.

Managing Editor—None.

Business Manager—Hobart B. Hankins, 236 Chestnut St., Phila., Pa.

Publisher—Tobacco World Corporation, 236 Chestnut St., Phila., Pa.

Owners—Hobart B. Hankins and H. H. Pakradooni, 236 Chestnut St., Phila., Pa.

Known bondholders, mortgagees and other security holders, holding one per cent. or more of total amount of bonds, mortgages, or other securities: None,

(Signed) HOBART B. HANKINS.

Sworn to and subscribed before me this 18th day of March, 1918.

FRANCIS C. ADLER, Notary Public.

(Seal)

My commission expires March 6, 1921.

LUCKY STRIKE Cigarette—a new flavor. It's toasted. Toasting holds the Burley flavor and adds to it. You don't eat raw meat. You don't drink raw coffee. You prefer toast to soggy bread. 95 per cent of your food is subjected to heat before you eat it, because the heating adds to the flavor and improves the taste. Like the greater part of the food which you place in your mouth, LUCKY STRIKE Cigarettes are subjected to heat. THEY'RE TOASTED. Toasting holds the Burley flavor and adds to the taste.
LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES
LUCKY STRIKE
The Real Burley Cigarette
It's Toasted
GUARANTEED BY
The American Tobacco Co.
INCORPORATED

—IF—

You want to sell a factory

You want to buy a factory

You want a partner

You want to sell machinery or equipment

You want to buy second-hand machinery or equipment

You want to sell scraps, cuttings, etc.

You want to buy scraps, cuttings, etc.

You want superintendents, foremen, etc.

You want to reach manufacturers, jobbers, retailers, clerks and salesmen, try a classified ad in

The Tobacco World

The Cigar Clerk

(*Continued from Page 17*)

nickels on coon can, draw poker or rummy. And it's all right to send these clean, healthy, brave boys out where the poison gas bites their eyes and throats, but it's all wrong when they come in exhausted, wounded, blinded, and nervous wrecks from shell shock, to give them a soothing smoke because the rules of our church are against it. I wish we could take every dam one of these pusillanimous protesters, made and female, and slap them down in one of them vermin-infested, rat-burdened trenches in Flanders, with mud up to their knees and German shells screamin' over their heads, and see if their poor little one-track minds wouldn't broaden under the experience."

"It does seem a kinda small thing to worry over, when you stack it up against what's happenin' over there," said the Conductor. "They ain't a-goin' to do it, are they?"

"You've said it. They ain't. The Red Cross told 'em to go set on a tack. Not just in them words o' course, but words with the same meanin'. All this money was given by people who want the boys to get all the enjoyment they can, and if they demand playin' cards and tobacco—playin' cards and tobacco she is."

"If Rooshy hadn't laid down I bet the war would a been over this year."

"You win, easy; but I bet someone told you. You never could a figured that out yourself. Rooshy's Battalion of Death flivvered, which puts it up to America's Battalion of Debt, and means we've all gotta dig for this Third Liberty Loan and all the other little loans that will follow."

"Well, mebbe Rooshy will come back."

"Yes, and mebbe the Athaletics will win the pennant, but it don't look like it."

"I'm an octopus myself," said the Street Car Conductor. "I allus look on the bright side of everything. I think if this here feller Case, I think his name is, that's runnin' things in Peetrograd—if he gets a fair show p'raps he'll make them Rooshians buck up. Well, I gotta drift. You read in the mornin' paper what it said about that man Case. I just read the headline," and the Street Car Conductor departed.

"Case, Case, who t'ell is Case?" said the Cigar Clerk, as he reached under the counter for the morning paper. "Well, th' poor nut," he exclaimed, as he saw the big headline, "Chaos Reigns in Petrograd."

. . . . . .

"Say," said a customer who had been listening to the conversation; "gimme a cigar. I guess I'll try one o' them classy ones you was toutin' to your friend, the kind with the Brassy somethin' wrapper."

"You mean that 'Brassica Olaracea'?"

"That's the kind."

"Look in the dictionary, friend; look in the diction ary. I was just kiddin' that street car barnacle. Them words is Latin and means 'wild cabbage.'"

Leaf Imports Increase

IMPORTS of leaf tobacco continue steadily to increase in volume, according to reports of the Department of Commerce, the total for the first seven months of the fiscal year 1918 being approximately $9,000,000 greater than those of the corresponding period of 1917.

Leaf tobacco suitable for cigar wrappers showed an increase of more than $1,500,000, the total for the first seven months of the present fiscal year being 3,727,200 pounds, valued at $4,691,769, as compared with 2,337,745 pounds, valued at $2,961,457, for the same period of 1917, and 1,435,115 pounds, valued at $1,588,195, for 1916.

A peculiar feature of this trade is that while imports from the Netherlands have dropped off greatly, and have now practically discontinued entirely, receipts from countries which, before the war, did not furnish enough of this class of tobacco to entitle them to individual records, now furnish more even than did the Netherlands.

(The tobacco trade will readily understand that the tobacco formerly secured via Holland is now coming direct from the source, viz., Sumatra, classified here as "other countries." There has also been a rapid growth in the importation of Philippine leaf, and also in Chinese leaf.—Ed.)

The following table shows in detail how imports of this grade of leaf have fluctuated during the seven-month period of the past three fiscal years:

	Pounds.	Value.
1916.		
Netherlands,	1,373,138	$1,493,195
Canada,	10,353	8,771
Cuba,	42,050	84,931
Other countries,	9,574	1,298
1917.		
Netherlands,	2,160,040	2,723,832
Canada,	36,468	37,922
Cuba,	81,998	176,333
Other countries,	59,239	23,370
1918.		
Netherlands,	352,343	573,924
Canada,	11,044	11,426
Cuba,	99,463	166,024
Other countries,	3,264,350	3,940,395

Receipts of all other leaf tobacco during the first seven months of the fiscal year 1918 amounted to 35,593,083 pounds, valued at $17,391,088, as compared with 22,995,387 pounds, valued at $10,132,471, for the same period of 1917, and 23,726,156 pounds, valued at $9,166,428, for 1916.

The outstanding features of this trade, as shown by the following table, were the great increase in imports from Greece, and a resumption of importations from Mexico. The value of the imports from Greece jumped $4,000,000 over a period of one year.

	Pounds.	Value.
1916.		
Greece,	2,314,039	$969,955
United Kingdom,	1,336,355	475,422
Mexico,	122,823	14,163
Cuba,	13,870,601	7,042,617
Other countries,	6,082,338	661,272

BOLD

the cigar

"Above All"

is a cigar that really satisfies the critical smoker. Quality and care in manufacturing combine to offer you in every way a smoke most desirable.

BOLD

Six Cent Cigar

BOBROW BROS., Philadelphia

DEALERS

There's a Big Demand for

FLOR DE MELBA

The Cigar Supreme

They're quite a bit better than others. All popular shapes.

Sell for 3 for 25c, 10c straight, 2 for 25c, 3 for 50c and 25c straight.

Our national advertising helps you sell FLOR DE MELBAS.

Thousands of satisfied FLOR DE MELBA smokers help you increase your business.

See your jobber now, or write us

I. Lewis Cigar Mfg. Co. - Newark, N. J.

Largest Independent Cigar Factory in the World

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

TURKISH CIGARETTES
CADO COMPANY, INC.
145 Lafayette Street - New York City
BRANDS { Fifty-Six - - - - - 10 for 25c
Cado - - - - - 10 for 15c
Water Lily - - - - 20 for 15c

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.
LIVE DISTRIBUTORS WANTED

Cork Tips Cork Bobbins
BOUCHER CORK & MACHINE COMPANY, Inc.
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OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

	1917.	
Greece,	4,285,362	1,668,311
United Kingdom,	85,242	40,168
Cuba,	12,042,242	7,447,708
Other countries,	6,582,541	976,284
	1918.	
Greece,	7,535,958	5,759,348
United Kingdom,	43,759	58,399
Mexico,	237,206	59,246
Cuba,	9,894,516	7,656,969
Other countries,	17,881,644	3,857,126

It will be noted from the above table that during the past year the receipts from the unspecified countries jumped nearly $3,000,000. It will also be seen that while the quantity received from Cuba has been steadily diminishing, the rising markets have kept the value up and have even resulted in the total value being slightly higher than for the preceding years.

C. L. L.

ENCOURAGE THE PLODDER

THE clerk who works is the clerk who deserves the most encouragement from the employer. Remarkable ability is sure to get its reward. The attention which an unusually bright clerk attracts assures him of advantage in promotion as fast as they are deserved, and sometimes faster than ability can cope with. But the plain fellow who is just willing to work the day in and day out and plod along without much attention, doing everything well, if sometimes slowly, is not only worthy of encouragment but really needs it, and the employer needs to give it at the same time.

There are men in business today who never did anything remarkable as clerks, but simply carried through their appointed tasks to a finish and did everything as it should be done. They say clerk after clerk pass them in the push for advantage and better things, but they kept on working. The most of them had an object in view and cared less for immediate results than for the ultimate they pursued. These men have made a success of business. Nothing remarkable appears in their achievements, and they admit they are simple business men. But they can look back over past years and see numerous companions who were more brilliant and more encouraged than they, who are now clerks in positions that offer nothing great for the present or future.

If these men had received more encouragement and attention as clerks in other days, the business world might have been still more enriched or sooner have come into possession of their careful and earnest abilities. The clerks of today who show nothing remarkable, but who are always at their posts and always doing the very best they know how, are worth encouraging in every possible way and entirely worthy of the encouragement. The apparent dullard may not be so dull and unimpressionable if the head of the house will take the pains to investigate, and attempt to draw out whatever may be dormant in the fellow's mind and inclination.

It is nothing more or less in many cases, but the old story of the grasshopper and the ant. The grasshopper gets the most of the attention and the ant fetches the final results.—*Smoke.*

LANCASTER TOBACCO MARKET

Lancaster, Pa.

PROBABLY no development in the recent history of the Lancaster County tobacco business will have such far-reaching importance as the establishment of a public sales market, which will be opened March 27 here for the disposal of all unsold crops. Announcement that the public market would be established was made after a recent meeting of about thirty of the growers, and came as a complete surprise. Previous meetings failed to create much enthusiasm over the movement.

The growers decided to refuse to sell any more tobacco below thirty cents for good wrappers, twenty cents for sized frosted wrappers, twenty cents for sized fillers, and twenty and twenty-two cents through, for unsorted, frosted, and hail-cut crops. At the close of the last meeting of the growers, eighty-six members reported unsold crops of 1917 to the amount of 417 acres, some of which has since been sold, however, at the new prices.

The announcement of the establishment of the public sales floor states:

"Decision has been reached that the opportune time has come to create a central market where any and all tobacco growers can hereafter deliver their unsold tobacco crops as soon as they are ready for market, and secure the prevailing market prices for their respective grades.

"In the event the prices are not satisfactory, each grower reserves the right to reject any unsatisfactory price on any particular grade or lot of tobacco, and order it packed in the sales floor packing house which will be conducted for that express purpose.

"On all rejections, each grower will receive settlement in full from the sales floor office on the day of the sale according to the weights, grades and number indicated on his 'lot ticket.' When the cased goods of all rejected sales are sold in one to three years thereafter, each grower will receive an additional check for one-half of the net packing profits."

R. G. R.

A RAMBLER WANTS TO KNOW

Is is the dollar or the man that consumes your product?

Is not the welfare of each customer essential to your success?

Is there a better way of giving satisfaction than by considering the interest of each patron as fully as that of your own?

Is there a surer way of making a permanent customer than by deserving his confidence, or a better way to get that than to understand what he wants and to sell him just that?

Why all the gracious men are successful; is it the same quality?

Why the customer is greeted so pleasantly and so promptly, now and then, and again with indifference and neglect? Is sunshine less potent than gloom?

Why not talk quality rather than price; is not the profit at the better end?

Why do the business men do the least, and those doing the most business have plenty of time?—*Pacific Furniture Trade.*

ADLON
10c
CIGAR
Has met the American smokers' demand for **delightful** quality and **mild** character. It has won wide reputation as a
LEADING
10c CIGAR
MADE BY
44 CIGAR CO., Inc. : PHILA.

MELACHRINO
The Smoker Says:
"If he sells Melachrino—
it's a good store!"
M. MELACHRINO & CO
1790 Broadway
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Especialidad Tabacos Finos de Vuelta Abajo
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145 WATER STREET --- NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of LEAF TOBACCO
Offices and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

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H. NEUBERGER COMPANY
Incorporated
130 Water Street
New York
IMPORT EXPORT
LEAF TOBACCO

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306 NO. THIRD STREET, PHILADELPHIA

President Eisenlohr's Message

(*Continued from Page 5*)

We can and should cut out all waste and economize in the use of such commodities as may be essential to the prosecution of the war. In other words, we must all make a supreme effort to serve our country to our utmost ability.

"If we in the tobacco industry have done and shall do this, then when the dawning day of peace arrives and the dark clouds of this world cataclysm are dispelled, it cannot be said that in this, the most trying ordeal and dire period in our country's history, the tobacco industry and its constituents were found wanting."

The concluding paragraphs of his letter are devoted to a brief summary of conditions in the tobacco industry with the assurance, which was scarcely needed, that in the problems to be solved the organization would have his constant and most sincere support:

"Our association has an able and representative executive committee, under the guidance and advice of a board of directors, composed of men who by their achievements have attained leadership in the industry; and needless to say their whole-hearted support will be continued in the future as it has been ably and unselfishly extended in the past. But, in addition to this, our organization must have the co-operation, interest, enthusiasm and assistance of its individual members.

"Every branch of the tobacco industry is represented in the Tobacco Merchants' Association by committees that are equipped by experience and ability to perform their duties, and I earnestly request that members report freely to the association all matters that may properly come within its functions. It is only by so doing that the association can render effective service to its members.

"During the period of the war, many difficult and serious problems may confront our industry, and it is incumbent upon us as an association, and as individual members, to consider these subjects broad-mindedly in the interest of our Government, and to lend our best efforts in a constructive way.

"All phases of the tobacco industry are facing unusual conditions requiring drastic changes and readjustments. Satisfactory solution cannot be worked out overnight, but I am confident that by close co-operation on the part of members, committees and executives, our problems can be successfully solved.

"To this end I pledge my constant and most sincert support.

"CHARLES J. EISENLOHR,
"*President.*"

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Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

POM-ROY:—40,540. For all tobacco products. February 10, 1918. American Litho. Co., New York City.

VOLADOR:—40,541. For all tobacco products. February 26, 1918. Perfecto Garcia & Bros., Chicago, Ill.

RICHARDSON:—40,542. For cigars. January 24, 1918. Swartz Bros., Roswell, New Mexico.

SABLE CHIEF (Mascot of Newfoundland):—**40,543.** For cigars, cigarettes and tobaccco. March 5, 1918. Bowring & Co., New York City.

GOLDEN FRANCIES:—40,544. For all tobacco products. March 2, 1918. The Moehle Litho. Co., Brooklyn, N. Y.

ERLIK'S BEST (a Quality Cigar):—**40,545.** For cigars. March 5, 1918. Nicholas Ehrlich, Brooklyn, N. Y.

OUR BIT:—40,546. For all tobacco products. March 2, 1918. The Moehle Litho. Co., Brooklyn, N. Y.

LONG SIX:—40,547. For all tobacco products. March 2, 1918. The Moehle Litho. Co., Brooklyn, N. Y.

RUF-ENUF:—40,548. For all tobacco products. March 6, 1918. American Litho. Co., New York City.

EARL DRUMWELL:—40,549. For all tobacco products. March 8, 1918. Friduss Bros., Chicago, Ill.

AMERICAN SOLDIER:—40,550. For cigars, cigarettes and cheroots. February 26, 1918. Golden State Cigar Box Factory, Los Angeles, Cal.

TANK:—40,551. For cigars, cigarettes and tobacco. October 26, 1917. Theodore Papapoulos, Theodore Papas and Christ. Metenzi, New York City.

LA VENDORETTE:—40,552. For all tobacco products. March 7, 1918. Ed. Simon, Proprietor of the La Vendor Cigar Co., Hammond, Ind.

SUPER SELECTION:—40,553. For all tobacco products. March 13, 1918. American Litho. Co., New York City.

TRULY GRAND:—40,554. For all tobacco products. March 13, 1918. American Litho. Co., New York City.

TRANSFERS

RICHARDSON:—40,542 (Tobacco Merchants' Association). For cigars. Registered January 24, 1918, by Swartz Bros., Roswell, New Mexico. Transferred to Geo. L. Foreman, Rosswell, New Mexico, March 11, 1918.

Charles Flesher, Washington, D. C., representative of William Deiches & Sons, of Baltimore, Md., died recently at his home in Washington, after an illness of several months. He was forty-five years old.

The Manila Commercial Company, representing the La Yebana factory of Manila, P. I., has removed from its Broadway location to 15 Park Row, New York City.

According to report, the Sumatra Sales Corporation will shortly offer about 4000 bales of Sumatra wrappers at an "inscription." It is understood that consideration for the small manufacturers led to this decision.

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

FOR SALE—Cigar factory with retail store in connection. Store alone will clear One Hundred Dollars a month above expenses. Store can be bought separate from factory. This proposition is open and above board and will stand rigid investigation. For further particulars address C. T. Boehler, 219 Kay Street, Sacramento, California.

FOR SALE—Twenty-four Miller, DuBrul & Peters suction tables, in perfect condition. For a quick sale a very low price will be accepted. Address Box 151, "The Tobacco World."

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

WANTED

WANTED—Stripper Foreman for large Western manufacturer. Must be competent and reliable. Permanent position to right man. Reference required. Address "Western," care of "Tobacco World."

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made. J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

REEVES, PARVIN & COMPANY

The house of Reeves, Parvin & Company, wholesale grocers of this city, who opened a cigar department about a year ago, has secured the agency for the "Blackstone" cigar, made by Waitt & Bond, of Boston, Mass. This house is also featuring the "Dubonnet," "Rosa Del Rancho," "La Palina," "El Verso" and "San Felice."

Under the management of Is. Baum, the cigar department has grown rapidly. A force of more than fifty salesmen in Pennsylvania, New Jersey, Delaware and Maryland assure a multitude of outlets for the brands carried.

As Reeves, Parvin & Company are preparing to enter the tobacco business with a full line of smoking, plug tobacco and cigarettes, the concern promises to become a prominent factor in the eastern markets.

The Tobacco World

Established 1881

Volume 38 — April 1, 1918 — No. 7

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

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PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
INCORPORATED
LOUISVILLE, KY., - - U. S. A.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

GARRETT H. SMITH, U. S and Canadian Representative for
COMPAÑIÁ LITOGRÁFICA DE LA HABANA
Finest Imported Cigar Bands and Labels. Also GUMLESS Bands
NEW YORK OFFICE (Phone, Gramercy 1754) 106 E. 19th ST.

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W
WM. WICKE RIBBON COMPANY
Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain
WOODHAVEN AVENUE, GLENDALE, NEW YORK

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

GEO. SCHLEGEL
22nd St. and Second Ave.,
NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

CIGAR LABELS OF HIGHEST QUALITY
CIGAR BANDS
SHOW CARDS
FOLDING BOXES, ETC.
Wm. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS
FOR THE
CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF SPECIAL PROCESS CIGAR BANDS

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179 West Washington St., Chicago, Ill.
CANADIAN REPRESENTATIVES
B. B. B. Co., Montreal, Canada
PHILADELPHIA OFFICE
322 Chestnut Street
SELLING REPRESENTATIVES
ADOLPH FRANKAU & CO.,
129 Fifth Avenue, New York City

Danny Goodman, First Illinois Infantry, champion light-weight boxer of the Army, "rolling his own" in his corner just before the gong, Standing, left to right: Billy Williams, champion bowler of the Army; Jack C. Felker. champion heavy-weight of the Army; Carl F. Timmerman, former pitcher of the Federal League and the White Sox. Photographed at New Braunfels, Texas. Grandstand of Baseball Park in background. Look for the famous muslin sack.

Uncle Sam's Champion Athletes "Roll Their Own"

There's no finer body of men in the world than Uncle Sam's khaki-clad soldier boys—and they smoke the "Makings" to keep feeling fit and cheerful. If *you* don't know why, its high time you learned. Listen:—

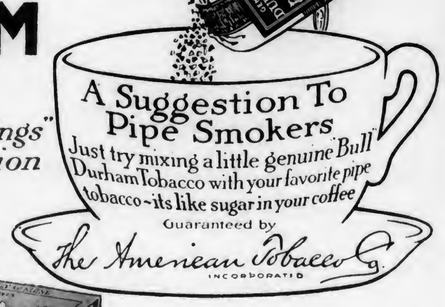
You can make for yourself, with your own hands, the mildest, most fragrant, most enjoyable cigarette in the world—and the most economical. Machines can't imitate it. The only way to get that freshness, that flavor, that lasting satisfaction—is to **"roll your own"** with

GENUINE

"BULL" DURHAM

TOBACCO

The "Makings" of a Nation


A Suggestion To Pipe Smokers
Just try mixing a little genuine "Bull" Durham Tobacco with your favorite pipe tobacco - its like sugar in your coffee
Guaranteed by
The American Tobacco Co.
INCORPORATED

"The Makings of a Nation" — Mr. Dealer: Please consider the significance at this time of this first slogan.

"Like Sugar in Your Coffee" — Try for yourself mixing "Bull" Durham with your favorite pipe tobacco and see how true is the second slogan.

VOLUME 38 NO. 8

The TOBACCO WORLD

APRIL 15, 1918

Labor Conservation is a Patriotic Duty

War conditions demand the substitution of machine power for human power. The manufacturer who sticks to the old style method of hand stripping is not only deliberately handicapping himself, but also the Nation. Now is the time to install the

Universal Tobacco Stripping & Booking Machine

3,000 Universal Machine are in use today in hundreds of factories. From the manufacturer running 300 machines to the factory owner operating one machine the verdict for the superiority of the Universal over manual labor is unanimous.

No mechanical equipment introduced in recent years has given such wide spread satisfaction. Every cigar manufacturer employing over five cigar makers can use the Universal profitably. That means **YOU.**

A demonstration of the Universal in your own factory with your own tobacco and under your own supervision will enable you to visualize the advantages and economies of the Universal with application to your own needs.

Catalogue and Price List on Request.

UNIVERSAL TOBACCO MACHINE CO.

79 Fifth Avenue, New York

Factory: 98-104 Murray Street, Newark, N. J.

MADE IN BOND

FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.

PHILADELPHIA

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY: TAMPA, FLORIDA

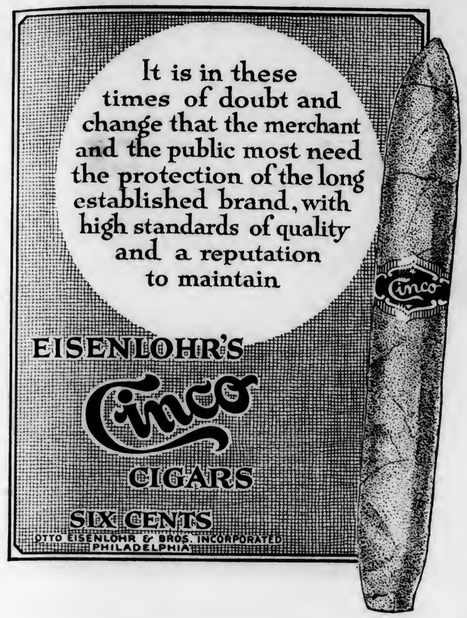
New York Address, 437 Fifth Avenue

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P.B. Gravely Tobacco Co. Danville, Va.
ESTABLISHED 1831
To Dealers:- Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.
P. B. GRAVELY TOBACCO CO. DANVILLE, VA.
DEPT. A

BAYUK BROS.

"HAVANA RIBBON"

THE PERFECT CIGAR


It is in these times of doubt and change that the merchant and the public most need the protection of the long established brand, with high standards of quality and a reputation to maintain
EISENLOHR'S
Cinco
CIGARS
SIX CENTS
OTTO EISENLOHR & BROS. INCORPORATED PHILADELPHIA

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

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FACTORY TAMPA FLORIDA

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Just the place for TOBACCO MEN

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In the heart of the Wholesale District, two blocks from Pennsylvania Station; five minutes from Grand Central Station.

The most central American plan hotel in the city. Rooms with private bath and meals from $3.50 a day, or from $2 a day without meals.

Illustrated booklet and guide map of New York sent on request if you mention Tobacco World. Address John P. Tolson, Mgr.

ROCKY FORD

HAND MADE **CIGAR** DELICIOUS FLAVOR

MANUFACTURED IN OUR NEWARK, N. J., FACTORIES

We also manufacture, at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 2 for 5c—3c each and 3 for 10c., giving the Jobber and Retailer an exceptional margin of profit.

UNION AMERICAN CIGAR CO.

General Offices, Pittsburgh, Pa.

For Gentlemen of Good Taste

San Felice

CIGARS

The Deisel-Wemmer Co.,

LIMA, O.

MELACHRINO

What Counts on Your Counter? The Cigarette that says "come again!" to men who know.

M. MELACHRINO & CO
1790 Broadway
New York

Fours
Nines
Fives

CIGARETTES

Advertisements Like This

appearing regularly in The Saturday Evening Post, The Literary Digest, Collier's Weekly, and other widely read national magazines, are noticeably increasing the demand in good stores for all shapes and grades of W. D. C. Pipes.

The Esquimau Decorates

his whalebone pipe with a lot of useless figures and smokes it continuously during the long winter nights. Usually he has to do the carving himself and if he loses it—*no more pipe smoking until he gets another whalebone!* But all you have to do to get cool pipe comfort is to walk a few steps to your dealer's and ask for "a Wellington."

The Wellington will not squeeze or bubble. The "well" catches the moisture and the smoke comes cool and clean and dry.

Wellington
THE UNIVERSAL PIPE

is made of genuine French Briar, seasoned by our own special process. It breaks-in sweet and mellow. The bowl is guaranteed against cracking or burning through. Pick up your shape and size in a Wellington and be pipe happy. Any tobacco tastes better in a Wellington.

All good dealers
50c
AND UP

The W. D. C. triangle trade-mark has been the sign of supreme pipe value for more than 50 years. It is on pipes of every style, size and grade. See that it is on yours.

WM. DEMUTH & CO.
New York
World's Largest Pipe Manufacturers

Look over your stock. A complete line of Wellington and other W. D. C. Pipes will make more money for you.

WM. DEMUTH & CO.
NEW YORK

BOLD
the cigar
"Above All"
is a cigar that really satisfies the critical smoker. Quality and care in manufacturing combine to offer you in every way a smoke most desirable.

BOLD
Six Cent Cigar
BOBROW BROS., Philadelphia

H. S. LOEWENTHAL S. LOEWENTHAL H. LOEWENTHAL
S. Loewenthal & Sons
Importers of Havana and Packers of Leaf Tobacco
123 MAIDEN LANE, NEW YORK

YEARS OF EXPERIENCE HAVE MADE
PUNCH
A Cigar with Hardly a Rival
MANUEL LOPEZ, Proprietor, 28 Rayo St., Habana, Cuba
AUGUST KUTTNAUER, General Representative, 235 FIFTH AVE., NEW YORK

ESTABLISHED 1867
Y. Pendas & Alvarez
WEBSTER
CLEAR HAVANA
CIGARS
Our Motto: "QUALITY"
Office and Salesroom, - 801-803 THIRD AVE.
NEW YORK CITY

Volume 38 — THE TOBACCO WORLD — Number 8

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year — PHILADELPHIA, April 15, 1918 — Foreign $3.50

"Upon What *Meat* Does This Our Caesar *Feed* That He Has Grown So Great?"

IF the leaf dealers of the country wish to hasten the regulation of leaf tobacco prices by the Government, and to incidentally give an impetus to the control of the entire tobacco industry by the Government (as similar conditions have already brought about in England and European countries) the quickest way to do this will be to hold a few leaf tobacco "inscriptions."

Aided and abetted by eighteen point boldface "Urges" on the front page of a paper circulating in the tobacco trade, the Sumatra *Sales* Corporation is about to hold another Sumatra inscription, according to report. The object of this philanthrophy is said to be the small cigar manufacturers who are greatly in need of this type of wrapper. (The large manufacturers are supposed to have their wants supplied through the Sumatra *Purchasing* Corporation which has, according to report, provided for their needs.)

The monopoly which fixes the price of a commodity to a buyer is gentle kindness compared to the method by which the price is governed by the necessity of the consumer.

The big manufacturers bought last year through the Sumatra *Tobacco Import* Corporation, because they could not get their own stocks from Holland. *Before* the war they had small need for such a corporation individually or collectively, and the same condition will hold *after* the war.

Not only the Sumatra importers but all the leaf dealers of Water Street and Maiden Lane and Front Street and Pearl Street owe their existence to the multitude of small manufacturers who cannot afford to buy direct. Every unnecessary increase in the price of leaf stocks to these small manufacturers forces some of them out of business. It is neither fair, nor just, to them to force them into competitive bidding to secure needed goods, when these goods can be dealt out by allotment just as was done recently in Canada when the demand exceeded the supply. And according to experts familiar with Sumatra marks, and who have checked up the prices, the Canadian manufacturers secured their tobacco at very reasonable figures.

If the Sumatra importers want to see their old customers carried out of their offices with a lily in their hands they can hasten the end by continuing these inscriptions.

Is Maiden Lane or Water Street necessary to the American Cigar Company, the General Cigar Company, Otto Eisenlohr & Bros., Incorporated, H. Fendrich or Deisel-Wemmer, in ordinary times? No! The small cigar manufacturers created the leaf dealers of the country. They have become a necessary part of their scheme of things. They are necessary to do the purchasing, and they are necessary to assist in the financing.

Every concentration of the cigar manufacturing industry hastens the retirement from business of some old and established leaf dealers. Every increase in the cost of tobaccos hastens the destruction of some small cigar manufacturing business.

Most of you have lived to see the concentration of the smoking tobacco and cigarette branches of the trade into a comparatively few hands. Only the cigar industry, because of its vastness has been able to fight off the gradual absorption of their individual businesses. Already two concerns are manufacturing from twelve to fifteen per cent. of the entire cigar production of the country; and the increase of the bulk of the production into a comparatively few factories is growing each year.

Samuel Bayuk, of Bayuk Brothers, claims that the supply of 1917 Sumatra tobacco suitable for the American market exceeds the annual consumption by 8000 bales. Then why is an inscription necessary? More tobacco is coming. Give the small manufacturers a chance to buy, according to their needs, enough to tide them over until the next Sumatra ship arrives.

The arguments as to why an inscription *ought* to be held may be likened to a condition existing in a Belgian city of 10,000 starving inhabitants. A thousand loaves of bread are brought into the city. There is more to come the next day. According to the theory

of our contemporary of great "Urges," these thousand loaves, instead of being equitably distributed among the population to enable them to survive until more arrives, would be sold at auction, loaf by loaf, and the poor people who could not afford to pay fifty cents for a ten-cent loaf of bread could go eat grass.

Here are possibly 14,000 cigar manufacturers in the United States. Many of them are badly in need of Sumatra. Four thousand bales have arrived in the country. Can these small manufacturers buy this tobacco according to their needs at reasonable figures, or must they go into the pit and bid against each other for their existence, the man with the longest pocketbook getting the tobacco?

An inscription right now is not our idea of philanthrophy, or of friendship, toward the small cigar manufacturer. The small manufacturers who are old customers of the firms composing the Sumatra *Sales* Corporation, or any of its aliases, ought to be allowed to buy according to their immediate needs.

When the Syndicate put the tobacco up at inscription last year, who got it? The old customers, the small manufacturers? Not much! First of all the big manufacturers, who could not get their holdings across from Holland, got theirs and the Syndicate got their money. But when the war is over every manufacturer that can afford to go to Holland or Sumatra, or wherever the tobacco is sold, will go there. And if the Sumatra importers have not retired by that time they may be glad to find some of the small manufacturers still in business.

The manufacturers who bid against each other last year, even with the capital they had at their disposal to buy with, paid dearly for what they got. And here is one contributing cause to the higher prices of cigars. The leaf men got their money, but the manufacturer, and the jobber, and the dealer, have pretty nearly had to sweat blood to get it back.

Last year the cigar manufacturers were unanimous in their condemnation of the inscription method. They did not write a song about it but when they discussed it they could be heard several city blocks on a quiet evening.

On page 5 of the September 15, 1917, issue of THE TOBACCO WORLD we outlined a plan to be substituted for the inscriptions. There was a lull for several months and then the Sumatra *Purchasing* Corporation popped up with a constitution and by-laws taken almost entirely from the editorial in THE TOBACCO WORLD. We expected no credit—and we received just what we expected.

We believe that the Sumatra *Purchasing* Corporation is founded on a just principle and that it will work out to the best interests of the entire trade, but we do not consider the proposed inscriptions of the Sumatra *Sales* Corporation either necessary or fair to the small manufacturer.

Every increase in the cost of leaf must eventually come from the consumer. How easily this increase is secured from the consumer would be very apparent to any member of the Sales Corporation if he would get behind the counter of some retailer and try to get seven cents for a cigar that formerly sold at five, or he might try selling the dealer a brand at $50 that used to cost $43, or getting the jobber to pay $38 for a brand that he has been in the habit of paying $35 for.

We asked one of the largest cigar manufacturers in the country the other day if he was going to buy his tobacco through the Sumatra *Purchasing* Corporation, and he replied by saying, "A member of the Corporation took us across once and that trip will last us the rest of our natural lives."

As was proven by the inscriptions last year they furnished Sumatra that was badly needed, on the one hand, and on the other they stacked a hundred unorganized cigar manufacturers up against each other and let them bid against each other until when the excitement died down unheard-of prices had been paid. The manufacturer with a short purse had just about as much chance of getting the tobacco as the Kaiser has of getting to Heaven. Every manufacturer who participated realized this.

Apparently there is a plenteous supply of Sumatra this year for the American market. Unfortunately it is not here yet. Like early strawberries, the cigar manufacturer must expect to pay a little more to get some of the first tobacco, principally because there are not the stocks on hand and in smaller factories they are about used up. But why not let these first four thousand bales be allotted to manufacturers who are in dire need of it, and let it be sold them in quantities according to their needs?

The monopoly which fixes the price of a commodity to a buyer is gentle kindness compared to the method by which the price is governed by the necessity of the consumer.

Read This to the Complaining Consumer

A Berlin firm has recently advertised a substitute for tobacco which it describes as being made of the "most noble smokable leaves." The advertisement further states that it can be mixed with real tobacco or smoked alone in a pipe.

Italy has decreed that in order to meet the extraordinary needs of the treasury during the war, and for six months after the conclusion of peace, the prices of all varieties of tobaccos, cigars and cigarettes will be increased from twenty-five to thirty per cent.

As the tobacco situation grows more serious in other countries we begin to see how well off we are in this respect in the United States. We have plenty to smoke at prices that are but a slight increase over former ones, and comparing not at all with the very heavy increases that have been made on tobacco products abroad, and very inferior products at that. In some cases the tobacco is mixed with other ingredients.

Germany has officially decreed that any mixture may be labeled tobacco provided it contains *five per cent. tobacco.*

Squeezing The Little Fellow Out

Keeping the Mailing List up to Date and How to Add New Prospects

By G. D. Crain, Jr.

Copyright 1918, by G. D. Crain, Jr.

WHILE the merchant's own books contain names of present and past customers, who are the best possible prospects for future sales, they are, of course, not the only basis for a list to be used in mail advertising.

Another excellent method of improving the character and increasing the value of such a list is to get the names of all customers who visit the store.

Many chance or casual customers are allowed to depart without revealing their identity, when in most cases they would not hesitate, if tactfully approached, to give their name and address.

This evidence of interest on the part of the merchant would be taken kindly in the majority of cases, and those who realized that the store was interested in their trade would probably be all the more inclined to repeat their experience, and return again.

In a busy store it may be contended that there is not the time nor opportunity to get all of these names and addresses; but it would take but a few seconds more to have the clerk, as he delivered the goods, request the information, explaining at the same time that the house occasionally sent out special announcements to its customers and would like the purchaser to receive them.

The addition of names like these to the mailing list would mean a big increase in its productiveness, because it would include a lot of active buyers who perhaps were not being reached in any other way. It would tend to make regular customers out of chance patrons, and convert an occasional purchase into a buying habit.

Another good source of names for a mailing list is the record of automobile licenses issued for the community. This need not be regarded as available only for those who want to sell automobile supplies; but since those who have cars are usually above the average in buying capacity, they are better-than-usual prospects for other things as well.

Many large concerns are now making lists of automobile owners the basis of their mail advertising, believing that in this way they get the best prospects for their goods to be found anywhere. Of course, there are a lot of desirable prospects who do not drive cars, and the dealer need not miss these, but he can at any rate add the names of car owners in his community to his list of those who are to receive his announcements.

Salespeople should be encouraged to turn in the names of their friends. Many a person would gladly go out of his way to give his patronage to the store with which his friend was connected, but he is not often reminded of it, and it does not occur to him to do so. The names of the force can be referred to often enough to make the local public acquainted with their connection with the store, and then by keeping the circle of friends of each salesman and saleswoman advised regarding its activities, business can be attracted without a great deal of trouble.

When new salespeople are added to the staff, they should be asked to turn in the names of those they regard as their best trade, so that they can be added to the list regularly used by the store in its mail advertising.

In this connection, it is a good idea to record the name of the individual who makes each sale, so that when the books are gone over, and it is noted that a customer has not bought for some time, the name of the salesperson can be used in soliciting a renewal of the connection.

For instance, if Mr. Jones has not been in the store for six months, and he gets a personal note from Jimmy Smith, the salesman who waited on him the last time, telling him that he, Jimmy, has taken note of Mr. Jones's absence, and is sorry not to have had the pleasure of waiting upon him, the ex-customer will begin to wonder if he hasn't made a mistake in not patronizing the store.

If the note continues by pointing out some special sales that are going on, and urging a consideration of the attractive stock that is now being offered, the excuse for a visit to the house is provided, and the chances are that Jimmy will soon get another call from Mr. Jones.

Of course, the salespeople must be taken into the confidence of the merchant who is using this plan, so that they will understand how their names are being used. This will usually appeal to them, as every salesman likes to feel that he has a large amount of "call" or personal trade, and letters of this kind certainly do a great deal to build up a following for individual members of the force.

The spare time of a stenographer can be filled in to very good advantage, as a matter of routine, by getting out such letters, for which a special form can be used, varied, of course, according to the season and the particular things that the store happens to be pushing at a given time.

Don't regard your mailing list as a completed thing. Realize that as the world empties and fills, your list is going to get old and out of date. Strive to cut off the dead wood and to add new material as you go along.

When letters sent out according to the list, come back, because of wrong address, have the list corrected. When printed matter is mailed, guarantee return postage, so that all pieces not delivered will be returned to the store, and the list can be properly corrected.

By watching little details of that kind, by looking out all the time for opportunities to increase the character and quality of the list, it can be made to do much more than earn its salt, and to help in bringing in the right kind of trade from the right kind of people.

Local Tobacco Trade Liberty Loan Men

THE tobacco trade of Philadelphia again has its own Liberty Loan Committee, headed by Charles J. Eisenlohr, group chairman. The subcommittees for the various branches include Ben R. Lichty, chairman cigar manufacturers; Nelson F. Eberlach, chairman cigar jobbers; Herman G. Vetterlein, chairman leaf tobacco dealers. On the cigar manufacturers' committee are Jacob Loeb Langsdorf, Harvey L. Hirst, Joseph F. Gallagher and Joseph R. Vetterlein. Members of the cigar jobbers' committee include Harvey D. Narrigan and George Frings. Associated with Mr. Vetterlein on the leaf tobacco dealers' committee is E. A. Calves.

Chairman Eisenlohr has sent the following communication to all the local members of the cigar and tobacco trade:

"The Liberty Loan campaign which starts on the 6th of April, will give everyone an opportunity to show his true patriotism, and I feel confident that every member of the tobacco trade will do not only his *bit*, but his *best*, by subscribing liberally.

"I take pleasure in advising you that the various branches of the tobacco trade will be canvassed by members of my committee, who are not only subscribing themselves, but also sacrificing their time and, to some extent, their business, to make the third Liberty Loan campaign a glorious success, and I earnestly trust you will find it possible to make a generous response to the appeal of the committee who will call upon you during this campaign.

"Very truly yours,
(Signed) "CHARLES J. EISENLOHR,
"Chairman Group No. 4, Industrial and Commercial Section, Third Liberty Loan."

Death Calls Edward R. Singleton

EDWARD R. SINGLETON, characterized by those who knew him as one of the really great cigar salesmen of his generation, is dead, after a long illness, at his home in San Antonio, Texas.

He is probably best remembered in the local trade through his connection, some eighteen years ago, with Allen R. Cressman's Sons. To his very effective sales and promotion work is given the credit of the establishment of the "Counsellor" brand in several territories. The results from Mr. Singleton's efforts are said to have marked the beginning of the rapid sales growth of the "Counsellor" cigar, which today may easily rank with Philadelphia's leading brands.

Mr. Singleton began his career with Powell Smith, of New York, later absorbed by the Trust. His next connection was with Dominguez Brothers, an old Philadelphia firm. From them he went to Allen R. Cressman's Sons, and after a period of several years left to join the selling force of Harburger & Homan, then makers of the "George W. Childs" cigar. Later he became affiliated with E. A. Kline & Company, and afterwards he was a salesman for a Porto Rican house. His last connection was with San Martin & Leon, by whom he was employed until his illness, which resulted in his death.

Mr. Singleton's career in the cigar-selling game covered a period of about thirty-five years. At the time of his death he was about fifty-five years old.

Briar Pipes To Advance Again

THERE are two main factors in the cost of a pipe, the raw materials and the labor, and while both of these have advanced rapidly, the principal manufacturers and dealers have kept prices down as low as an extremely moderate profit would allow. The time has arrived, however, when the burden must be divided, and the best way to do it is to begin at once, if the trade is to do business on a safe margin. Readjustment of price is absolutely necessary.

This, at least, is the advice of William Demuth & Company, who suggest that as a protection for mutual interests that it would be advisable for jobbers and dealers to mark stocks immediately to conform to replacement values.

All French briar pipes now sold to the consumer at fifty cents should bring sixty cents, except the sizes for young men. A large assortment of domestic wood pipes can still be retailed at twenty-five cents and thirty-five cents. The advance in pipes made of foreign woods, however, is already scheduled, and it is not likely to stop for a very long period where it is; in fact, the new price schedule went into effect March 25th. Jobbers and dealers who have not purchased since that time will do well to reprice their stocks to equal the present advance.

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Going "Over There" Too

Old Bull is "Rolling His Own" on the Ocean Taking the Making to the Boys "Over There"

OUR Government has found out that there was just one thing needed to make a victory assured for the Allies. When they found out what it was, they asked for it, and got it. The precious thing they got was "Bull Durham" smoking tobacco. And from now on "the makings of a nation" will pour across the ocean in a steady stream to give comfort and solace to the boys at the front.

Consider what this means when a company turns the entire output of a great and famous factory over to the Government, and thereby takes off of the market a brand which represents millions of dollars in advertising value and brand prestige. We consumers at home can no longer get our little sack of "Bull," but there is consolation in the fact that by making this sacrifice the boys in the trenches will be sure to get theirs, and the jackies in our navy will no longer be deprived of their favorite tobacco.

Yes, old "Bull Durham" is going over, dragging 36,000,000 sacks a month with him, the entire output of the factory which produces this brand.

It's a pretty fine bit of generosity to take an old and established brand, with a sale of more than a million sacks a day, and, in the twinkling of an eye, wipe it off the market, sacks, advertising and all, and to take space in the newspapers and tell the consuming public that hereafter until the war shall cease all the "Bull Durham" that is made is for the express use of our soldiers and sailors.

There are not many brands of tobacco or cigars or anything else that could take the risk that "Bull Durham" has bravely shouldered. Not many brands could stay off the market for six months or a year, or maybe five or six years, with any hope of ever going on the market again without an enormous advertising campaign.

On the other hand, a million and a half of our fighting men are going to be in constant touch with the brand, and when they come back from France, victorious, "Bull Durham" will come with them, proud of the fact that in the great war he did his "bit." And meanwhile the faithful at home whenever they miss their favorite smoking tobacco will remember that it is doing its part in this great struggle, and that it will come back to civilian smokers greatly glorified.

This is the way Percival S. Hill, president of the American Tobbaco Company, tells the story of what has happened to "Bull Durham":

OUR Government has requested that we put at the disposal of the War Department our entire output of the "makings"—"Bull" Durham tobacco.

And we have complied—fully, gladly. For whatever the Government wants, whatever it needs, it must have from us and from you fully and with a generous heart.

We have been sending immense quantities of "Bull" to our men at the front, and at the same time trying to supply consumers at home. But now we are asked to give *all* our output:—36,000,000 sacks, 2,000,000 lbs., 100 carloads of "Bull" Durham every month.

This call means more than just huge figures to me, and I know it will mean more than figures to the hundreds of thousands of men everywhere in the country who "roll their own," and who look upon that little muslin sack of good old "Bull" as a personal, everyday necessity.

It means that the Government has found that *our fighting men need the "makings."*

But, if "Bull" is a necessity to you, here, in the peaceful pursuit of your daily life, how much greater its necessity to those splendid Americans who have gone to fight for *you* to *win* this war for *you.*

I know that you will think of them as I do—only of them. I know there will not be a single complaint. I know that you will give up your share of "Bull," however long you have enjoyed it, however close it is to you, as you will give up anything you have if it is made clear to you that our forces over there need it.

That the Government has requested the whole output of "Bull," the night and day output of all of our factories, must make this absolute need clear to you.

And I know that you will not forget the little muslin sack—gone for the present on its mission of hope and inspiration to our boys in the trenches.

"Bull" will come back, with ribbons of honor. Have no fear.

PERCIVAL S. HILL,
President.

WILL HELP SOME

"Did your husband leave you much?"
"About twice a week."
"No, no! I mean did he leave you any property?"
"Nothing but a pair of suspenders."
"Oh, well, they'll help support you."

At a recent meeting of the International Planters' Corporation at 66 Liberty Street, New York City, V. Theyskens of Atwerp, Belgium, was elected vice president and Amos J. Mace was elected president. Mr. Theyskens was formerly buyer for the largest Dutch syndicate.

ANNOUNCEMENT

OUR GOVERNMENT has requested that we put at the disposal of the War Department our entire output of the "makings"—"BULL" DURHAM tobacco.

And we have complied—fully, gladly. For whatever the Government wants, whatever it needs, it must have from us and from you fully and with a generous heart.

We have been sending immense quantities of "Bull" to our men at the front, and at the same time trying to supply consumers at home. But now we are asked to give ALL our output —36,000,000 sacks, 2,000,000 lbs., 100 carloads of "BULL" DURHAM every month.

This call means more than just huge figures to me and I know it will mean more than figures to the hundreds of thousands of men everywhere in the country who "roll their own" and who look upon that little muslin sack of good old "Bull" as a personal, everyday necessity.

It means that the Government nas found that OUR FIGHTING MEN NEED THE "MAKINGS."

But, if "Bull" is a necessity to you, here, in the peaceful pursuit of your daily life, how much greater its necessity to those splendid Americans who have gone to fight for you—to WIN this war for YOU.

I know that you will think of them as I do—only of them. I know there will not be a single complaint. I know that you will give up your share of "Bull," however long you have enjoyed it, however close it is to you, as you will give up anything you have if it is made clear to you that our forces over there need it.

That the Government has requested the whole output of "Bull," the night and day output of all our factories, must make this absolute need clear to you.

And I know that you will not forget the little muslin sack—gone for the present on its mission of hope and inspiration to our boys in the trenches.

"Bull" will come back, with ribbons of honor. Have no fear.

President.

THE AMERICAN TOBACCO COMPANY

NEW YORK

Be A Real Salesman, Not An Order Taker

By Frank Farrington

(All Rights Reserved)

CHAPTER II.

THE good salesman is not the result of a day's study. Salesmanship is not to be picked up at odd times. It is not a smattering of this and that. It is a well-defined mental quality and it comes only with a course of training in the school of experience.

The man who would be a good salesman must stick to the learning. "Sticktoitiveness" counts for almost more in salesmanship than in any other line of work. The man who cannot stick cannot sell cigars or anything else. He may be able to hand out a nickel cigar when it is asked for, but his usefulness ends with the absolute demand of the customer.

You must stick in order to learn salesmanship and you must stick after you have learned it. If you are easily discouraged and cannot get over that unfortunate quality, I would be inclined to advise you to get out of the business of selling.

Still, when you come to look over the fields of vocations, you will be quite apt to find that the places where no sticking quality is needed are all filled—by failures.

I advise a man who would be a good salesman to read. I advise him to read his trade journals, and literature about the goods he sells, and I advise him further to read some good literature every day to help develop his vocabulary and his mind.

You probably think that you can't learn much about selling goods out of literature of the real, literary sort, but let me tell you something. Every statement you make to a prospective buyer, gains or loses something in the way you make it, in the words you use and in the way you arrange those words. This may sound rather technical, but it's true.

The men who have made the good literature of the country, the strong writers, know how to express statements in the way that gives them their full value with the reader or listener.

By reading just a page or two of that kind of literature every day you are certain, insensibly perhaps, to absorb some good language and learn some new words that can be made to bring in a money return when the right time comes.

The talker, the salesman who uses poor grammar, labors under a handicap just as surely as he who uses booze and tries to mix it with his business.

I believe that any man can be or do almost anything he sets out to be or do. I believe that even for the average man success is possible beyond anything that he himself realizes.

The trouble with too many fellows is that they set out with the idea that they can accomplish only so much. They place a limit on their ability and naturally they cannot rise above that limit.

Every salesman should assume that he is competent to handle any class of trade. He should acquire a self-confidence that will enable him to hold up his head in any company. He should have faith in his ability to make people think about his goods as he himself thinks.

If you limit yourself in your selling ambitions you will never be a salesman. You will stop with being a clerk, an order taker, a mere puppet.

But if you say to yourself, "Why can't I get that rich Mr. Hoggenheimer to buy all of his cigars here instead of dropping in for one only when he runs out of the kind he buys downtown?" and if you set about accomplishing that very thing, you will one day find that you have added Mr. H. to your regular list of customers.

The man who does not aim high will never shoot high, and the dealer who shoots at the nickel trade will get no more than what he shoots at even if he succeeds in getting that. Make up your mind to get the best trade, to hold the business of the highest class occasional customers, and then study how to do it.

If you know of a high-class salesman in any line of goods and have the opportunity to watch his work, watch it at every chance. See how he sells goods. Go and buy from him if necessary to discover how he works you up from a pretended expectation to make a "quarter" purchase to the actual buying of a dollar's worth. Get the high-class bee in your bonnet and keep it there. If your first efforts along that line meet with failure, remember that few things worth doing are done easily or rightly at the first attempt. Success in doing those things worth while is secured only by practice. Perfection in any kind of work comes only with abundant training and experience.

One day I was standing in a cigar store when a man came in and asked to see some Porto Rico cigars. The clerk behind the counter reached into the show case and set out three boxes, one marked "six for a quarter," one "four for a quarter" and one "three for a quarter."

Then he leaned back against the shelf behind him and waited. The customer was evidently none too well informed about the goods and the mere price marks of course told him very little. At last he said, "I'll take a quarter's worth of these" and he chose the cheapest goods. He was a well dressed man and if I were to make a bet it would be that he had come in expecting to pay more money for his smokes. The clerk (I cannot call him a salesman) made no effort to sell the better goods though he could doubtless have done so with a few reasons or explanations as to how and why the higher priced goods were worth more than the difference. The sale of the better cigars would have produced a better profit for the store and probably a better satisfied smoker, but the clerk would not

(Continued on Page 20)

Will Americans Have To Smoke "Smalls"?

THE American tobacco consumer seems loathe to recognize the fact that he has an "edge" on the rest of creation at present but that this is likely to be greatly reduced at any time. Living in the midst of the source of his supply the consumer cannot realize to what straits European smokers have been reduced.

Up in the Rocky Mountains the writer once scraped enough "smalls" (fine particles of tobacco left in the pouch or bag) out of his sack to make three cigarettes, and then nobody had a match. Few of us are likely to get up against that proposition very soon, but the English consumer has a variety of problems to face as is evidenced by the following editorial in a London tobacco trade paper:

"A well known tobacco manufacturer drew our attention the other day to the enormous amount of waste occurring continually in connection with smalls. He was not referring to shorts, much of which, with our stalks, as we have many times hinted in these columns, goes to Holland and therefore probably finds its way into Germany—nearly a million pounds in January—but to smalls in the pouch; although, as he remarked by the way, we ought, in view of the present shortage of leaf, to make more use of our shorts. With tobacco lying by the cargo in the United States awaiting an elusive tonnage, or imparting a Nicotian flavor to fish life, with smoking tobacco handed out 'for military purposes' to the tune of 8,500,000 pounds in a year, not to speak of a matter of 11,000,000 pounds of cigarettes likewise 'issued,' it is wicked to think of the endless waste of smalls. Every smoker should use every scrap of his tobacco—dip down in the pouch for a pinch of smalls every time he fills his pipe. He would not find it impair his enjoyment one iota, and he would be helping."

Camouflaged Tobacco for the Hun

THE announcement that the German Government has decreed that any mixture on sale will be regarded as tobacco providing the proportion of tobacco forms five per cent. of the total weight is, of course, not cheerful news for German smokers, some of whom, in their innocence, may have supposed that there was less "Ersatz" in the constituents of their cigarettes, cigars and pipe tobacco. It is known, however, that for a long time the scarcity of tobacco has been greatly felt in Germany. The importation of the leaf, which is controlled by the State, has much diminished. Native production, although never very important, has decreased, and, in fact, its increase is forbidden on the ground that it might hinder the cultivation of edible vegetables. The tobacco factories have been severely rationed. They only receive sixty per cent. of the quantities allowed in 1915-16, and as seventy-five per cent. of the production is reserved for the army and navy, not much remains for the supply of the civilian population. According to the *Magdeburg Gazette,* the chief substitutes employed as a blend with tobacco were hops, and to this were lately added leaves of the beech tree and of chicory. German smokers have complained that the mixture when smoked gave them the impression of being "gassed." More than one philosopher has observed that a nation which has plenty of good tobacco to smoke is contented. Great military commanders, from Napoleon downwards, have always insisted upon the value of tobacco for troops. It is said in this connection that a well-known English analyst was given a sample of tobacco found on a German prisoner. He took it home and subjected it to a searching analysis, and found that it contained hops, twigs and leaves of fennel, cow's lungwort, mint, vervain, wild oats, briar and reeds, pith from the elder tree, scraps of bark, cheese scrapings and brown paper!

English Tobacco Control Has Representative

Our London correspondence includes the interesting item that the Tobacco Control Board has appointed T. S. Catto, of 165 Broadway, New York City, as its shipping representative. His duties will be to expedite the shipment of tobaccos, and to forward those types most needed in the English market. At present the preference is being given to burley types and dark Virginia tobaccos.

It is an open secret in the English trade that a goodly cargo of tobacco was recently lost in passage, but there is some consolation in the fact that it went into the sea instead of into German pipes. Sinking a cargo of tobacco and then going home to smoke weeds must convince the Hun pirates that war is, after all, what Sherman claimed for it.

The Legal Effect of the War Situation on Contracts for Merchandise

By Elton J. Buckley

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"New York.

Elton J. Buckley, Esq.

My Dear Sir: I have not seen any authoritative statement regarding the legal effect which the war situation will have on contracts for the purchase and sale of merchandise. There are thousands of those contracts, in all lines of trading, in various stages of completion throughout the country, and business men are in great need of information regarding their rights. I have heard it said that the war set aside all contracts, but can scarcely believe this statement. Will you kindly supply some information on the subject?

R. J. Porter,
J. O. Porter & Brothers."

I have no doubt that the impression that war nullifies all contracts for the sale of merchandise has been created by the *sellers.* In an experience of some years, I have never seen a time when so many sellers of merchandise have deliberately laid down on their contracts as has been the case in the last year or two. Without any reason except that it was too expensive to fulfill their contracts, they have deliberately refused to deliver merchandise they had bound themselves to deliver, and it is astonishing how many times they got away without the slightest reprisals by the buyer.

War has no effect whatever upon a contract for the sale of merchandise made between two citizens of the United States, unless that contract contains a provision that in case of war the agreement is off. If that provision is not in it, the contract is good and can be enforced, no matter how hard it is upon the seller to do it. If the seller has not protected himself by a provision in the contract, the war may totally destroy his source of supply, it may take his labor from him, it may in a dozen ways make it about impossible for him to deliver the goods he has contracted to deliver. That makes no difference. He is still bound to deliver or pay the buyer his damages.

There is one exception to this—where the war has forced the Government to step in and take possession of the seller's plant. For instance, take a soup factory, or a clothing manufactory, or a machine plant. The Government needs the plant for war purposes, and it steps in and seizes it, either by running it itself or by compelling the owner to run it, but for the Government only. The owner has made contracts ahead to sell goods. He is now out of business. In this contingency the law will excuse him for not fulfilling his agreement. Some cases, however, say that the contract is only suspended until such time as the plant is turned back to the owner again, while others say it is dead. There is no rule as to this—it depends on the facts of the particular case.

So where the Government seizes a stock of manufactured goods. Say a wholesale grocer has 20,000 cases of canned tomatoes. Salesmen have sold against this stock to the extent of 5000, though no deliveries have been made and the 5000 cases are still in the jobber's hands. The Government is in sore need of tomatoes for the troops, and it commandeers the entire 20,000. Naturally the general stock of tomatoes would be small in such a contingency, and it may be that the jobber would not buy tomatoes to fill the orders for 5000 cases. In that case, although I have not seen any cases on the subject, my judgment is that the law would relieve the seller from the *immediate* obligation to deliver the tomatoes he had sold, although he might be compelled to deliver them later.

The law is equally clear as to the effect of a war status upon contracts for the sale of goods between citizens of this country and alien enemies, as for instance, Germans in the present case. If any American dealer had contracted with a German firm, resident in Germany, to deliver goods here, that contract is suspended during hostilities. If the goods have been received by the buyer, the German seller cannot sue for them in our courts, but if the shoe is on the other foot, and it is he that is to be sued for something, the buyer can sue him in this country if the seller has any property here that can be reached.

If the German seller is doing business here and stays here during the war, his contracts for the purchase or sale of merchandise are good, but he cannot sue on them here while war lasts. But if himself sued, he can defend.

If an American seller has sold to an American buyer goods that were to be brought here from England or Italy, or some other foreign country, and while en route the boat containing them was sunk by Germany, the seller would not be excused. He would still have to supply the goods or pay damages for failure to do so.

Of course, the parties to a contract can agree, if they like, that it shall at once be abrogated or suspended in the event of war, but to be binding this provision must be a part of the written agreement and must be absolutely clear.

LEND HIM A HAND!

Uncle Sam needs Your Help! The Third [L]iberty Loan is Your share in winning the war!

Upon it depends the success of 500,000 American Boys now fighting in [E]urope to make America safe! We have donated our advertising space for the period of the Loan Drive in 125 newspapers and national weekli[es] Uncle Sam's message will be carried to 12,373,869 American readers who want to **KEEP THE HOME FIRES BURNING**

Lend them a hand!

These dependables depend on You!

NO doubt about it you can depend on them. They have proved it. They are "going across" and "coming across" every day.

Can they depend on you? Yes!

Prove it to them.

Buy Liberty Bonds of the Third Liberty Loan,—because you are a *dependable* American citizen—the kind your Uncle Sam counts on.

Buy Liberty Bonds because they are a *dependable* investment.

Every factory, every farm, every state, every city says to you, "We guarantee Liberty Bonds as safe as the United States."

Don't keep these boys waiting. They have no time to spare. They know they can depend on your help, but they want it now—today!

▼

Two dependable Cigars

OWL 6¢

white OWL 7¢

GENERAL CIGAR CO., INC., 119 WEST 40TH ST., NEW YORK CITY

BUY ◦ LIBERTY BONDS

You're Pershing-

and night and day the thought never leaves you of your absolute dependence upon supplies from home.

—and you send for more and more troops
—and more and more millions of dollars worth of equipment
—and you watch for reports of the

THIRD LIBERTY LOAN

in perfect confidence, for your good judgment tells you that your *partners* in this thing are the American people, and in the language of home "partner" *means* partner.

FRIENDS OF TOM KEENE

you who know the meaning of "good judgment"

—thinking as General Pershing

Are you right? You are right, you're right!

All together, then, on the

THIRD LIBERTY LOAN

★

TOM KEENE

The Cigar made with good Judgment

LIBERTY

Our reliance and defense!

ABRAHAM LINCOLN said, "Our reliance is in the love of liberty which God has planted in us. Our defense is in the spirit which prizes liberty as the heritage of all men, in all lands, everywhere."

Today, please God, we fight for universal liberty—for the right of the little nation to live alongside more powerful neighbors—for weak and oppressed peoples, wherever they may be.

Every Liberty Bond you buy is one more spike driven in the juggernaut of a war-crazed country. Buy your Liberty Bonds with a light heart—they are our sure reliance—our impregnable defense against the pretensions of autocracy.

TOM MOORE CIGAR 10¢ *and* 2 *for* 25¢

A Light Hearted Havana

"Man's inhumanity to Man makes countless thousands mourn"
—BURNS

February 26, 1871

A noted Frenchman wrote:

"It is announced that the Prussians will occupy us tomorrow. Tomorrow the enemy will be amongst us. It is impossible to describe the all-embracing sadness."

HOW would you relish a similar announcement in your morning paper?

It is to avoid the necessity of ever making such an announcement, that Uncle Sam now asks you, again, to lend him money for the more vigorous prosecution of the war

The Kaiser is showing us what the world would be like if Kultur had its way We see the plight of Belgium, of Serbia, of Poland, of Northern France, of Roumania, of Russia, of even the little neutral nations of Europe.

When a man deliberately defies the law, the guardians of the law put him under bonds to keep the peace.

Uncle Sam means to put the Kaiser under Liberty Bonds to keep the peace. And he expects every loyal American citizen to help him do the job up brown.

You bought a bond of the First Liberty Loan. Then came the second Liberty Loan—you bought another bond. But—

Rob't Burns

10¢ and 2 *for* 25¢

★

GENERAL CIGAR CO., INC.
119 West 40th St., New York City

Have you tried one lately?

THIRD ★ LIBERTY ★ LOAN

GENERAL CIGAR CO., Inc.

On this page are reproduced in miniature four of the thirty-[f]ive advertisements we will print to help promote the Third Liberty Loan

Transportation Relief Needed By Industry

"THE winning of the war is the paramount issue," says President Eisenlohr, of the Tobacco Merchants' Association. "War first—business afterwards," says President Wise, of the United Cigar Stores Company. Throughout the tobacco trade there is a steadily increasing effort to aid in every possible way the successful prosecution of the war.

Of secondary importance only to the winning of the war is the absolute necessity for the maintenance of business, the necessity for the buying and selling of goods and the constant circulation of money.

Leaf dealers, in order to pay their taxes, must be able to deliver their goods and to collect their money. The cigar manufacturer must be able to deliver his cigars or he will not only be unable to pay his taxes, but will also be unable to maintain his factory or factories.

The announcement by Percival Hill, president of the American Tobacco Company, that the Government has taken over the entire output of "Bull Durham" smoking tobacco emphasizes the importance of tobacco to our men in uniform, and qualifies the industry as an essential one.

The tobacco industry at the present time is suffering from the difficulties of transportation. It is taking months to move raw leaf from one point to another, and a similar delay is to be found in the movement of cigars, etc., to jobbers and dealers.

It is of vital importance to manufacturers of all branded goods that a continuous supply be maintained. If a customer is unable to get the brand he desires, and he takes a substitute, and several weeks elapse before his favorite brand is again for sale in his locality, his trade may be lost on that brand. Multiply this example by thousands and you will have conditions as they are in the cigar industry. It is not difficult to see the enormous loss in brand prestige, and in sales, to the manufacturer if this condition continues.

H. B. Cochran, representative in this section for Petre, Schmidt & Bergman, lithographers, has become so impressed with the seriousness of such conditions as he has found to exist among his customers that he has addressed letters to President Eisenlohr, of the Tobacco Merchants' Association, and to executives having to do with transportation or those vitally effected by the tie-up.

The letter to President Eisenlohr says in part:

"Because of delays of the railroads in delivering and shipping lumber, cigars, etc. . . . I believe our Association should do something heroic to relieve matters.

" . . . What will be the loss in income to the Government if this industry is crippled? Furthermore, if the industry cannot ship, it cannot get its money and, if it does not do that, then how can we expect support to the Liberty Bond appeal, or anything but a reduced amount from income taxes at the end of the year?"

To the Honorable B. Baruch, chairman, War Industries Board, Mr. Cochran has written in part as follows:

" . . . I find cigar and cigar box manufacturers facing the question of having to shut down because they cannot get satisfactory materials in reasonable time nor, after receiving same, can they make shipments. In these times we expect some delay, but should it take three months to get lumber from Alabama or four or more months to get it from California? Again, to expedite the getting lumber on the cars and going to destination, I know of customers paying cash on receipt of bill of lading that the goods were actually shipped, and I know of others who have been compelled to pay ten days after shipment; yet, three, four, or more, months elapse before the shipment arrives. As far as leaf tobacco is concerned, unless I am wrongly advised, it takes one or more months from Connecticut or Ohio. To hold employees, the manufacturers are accumulating cigars and tieing up capital. How long can they stand that? As they do not stamp up the goods until the way is open to ship, the Government won't get its revenue. Now, that's one loss in one direction, but as far as the manufacturer goes, he has his capital tied up, hence how can he make a profit and be in a position to pay income tax or buy Liberty Bonds? . . .

"I leave this matter with you for your just disposition to the best interests of the Government, the industry directly effected and ourselves."

Letters in a similar vein were addressed to Honorable W. G. McAdoo, Secretary of the Treasury; Special Eastbound Lumber Conference Committee, Room 525, Monroe Building, Norfolk, Va., and A. H. Smith, Regional Director, Grand Central Terminal, New York.

It requires no lengthy article to further emphasize to the tobacco industry as a whole the seriousness of present conditions as relate to transportation. Impetus to the movement for relief might be given if manufacturers and others interested would address the Tobacco Merchants' Association, 5 Beekman Street, New York, and any of the above-mentioned executives.

A serious loss of leaf tobacco stock was sustained by the Compania General de Tobacos de Filipinas, known as the Tabacalera Company, in a fire which destroyed two bodegas containing some 20,000 bales of tobacco for use in the manufacture of cigars and cigarettes. The cause of the fire is unknown. The total loss is estimated at $200,000.

Of the 1125 men of military age in the British-American Tobacco Company's factory in Bristol, England, in August of 1914, 1109 have joined the British fighting forces, and between seventy and eighty per cent. of the company's office staff have similarly rallied to their country's defense. Women and girls, and men over age or unfitted for military duty, now do the work of those who have gone into the war.

CLASS OF SERVICE DESIRED

Fast Day Message	
Day Letter	
Night Message	
Night Letter	

Patrons should mark an X opposite the class of service desired; OTHERWISE THE TELEGRAM WILL BE TRANSMITTED AS A FAST DAY MESSAGE.

WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

Form 1206

Receiver's No.

Check

Time Filed

Send the following telegram, subject to the terms on back hereof, which are hereby agreed to

January 4, 1918

To Users of National Cash
Register Equipment in America

Have you found that the installation of National Cash Register equipment has assisted you in carrying out the Government's recommendation for the conservation of labor, in deliveries, clerk hire, auditing, etc.? Your experience will be valuable to other merchants. Will you please wire me fully at my expense regarding this so that we may pass it on to them?

THE NATIONAL CASH REGISTER CO.,

John H. Patterson, Pres.

What American Business Thinks of N. C. R. Service in War Time

As an aid to compliance with the Government's request for the conservation of man power and motive power, the N. C. R. System has received a striking endorsement from American business.

The following excerpts from the hundreds of replies to the above telegram are from department stores, drug, furniture, hardware and general stores, grocers, butchers, tobacconists, creameries, and many more lines of business.

"We recommend National Cash Registers to any who wish to conserve."

"Cash Registers save in auditing and cashier service."

"National Cash Registers and Electric Credit System cause customers to carry packages instead of asking for delivery."

"We recommend the cash register system to every merchant who desires efficiency and economical service in his store."

"The cash register gives correct records and is a great labor saver."

"Without registers we could not handle the business with present force."

"Your cash register has been a great help in systematizing our reports and records."

"Your product is essential to the conduct of our business."

"Cash registers speed up service to customers."

Whatever your business, the N. C. R. System will help to put it on a war-time efficiency basis.

For further information fill out the coupon and mail it today.

Dept.13101 National Cash Register Company, Dayton, Ohio

Please give me full particulars regarding your up-to-date system for a Cigar and Tobacco Store.

Name_____

Address_____

Be A Real Salesman, Not An Order Taker

(*Continued from Page 13*)

make the effort. No doubt he is today wondering why he doesn't get a raise in wages when he asks for it.

A slot machine will sell cigars as well as such a clerk. It will sell them better for it will work overtime without complaint and it will never make mistakes or disgust a customer by lack of interest or attention.

Few salesmen treat every customer as an opportunity. They make it their business to sell the gools that are asked for and then they stop there, and no man ever became a hundred point salesman on that basis.

Of course it is not to be expected that every clerk or dealer or traveling man can or will become a perfect salesman. Perfection is rare in anything. But its rarety or the difficulty of attaining it need not prevent any of us from trying to become as nearly perfect as we can.

Michael Angelo said "Trifles make perfection, but perfection is no trifle." We are too apt to think that this or that little thing is not of enough importance to bother with, when as a matter of fact the great things are all made up of little ones.

All the qualities that go to make a MAN, help to make a successful salesman. Honesty, industry, sobriety; every one of the homely old virtues counts in salesmanship.

The salesman cannot show qualities that the man does not possess. The man will show through the front of the salesman and attract or repel the people to whom he is trying to make sales. You may think that in so far as your relations with your customers are concerned it does not make any particular difference what kind of a man you are underneath the surface, it is the man you intend to show. You are all wrong. You do not give the general public credit for the discernment it actually possesses.

Do a man's clothes always fool you regarding his character? Does his manner allay all your suspicions concerning his true thoughts? No, and no more can you fool your public.

If you are not honest at heart, your customer will find it out and nothing that you can say about your goods will bear the stamp of sincerity, no matter what the accent, intonation or language.

If you would be a good salesman, make yourself a *man*. None of the effort put forth in getting right as a man will be wasted in the making of yourself into a top-notch salesman.

Col. J. J. Rafferty Heads New Philippine Bureau

Manila, P. I.

JAMES J. RAFFERTY, for four years director of the bureau of internal revenue for the Philippine islands, has been appointed to head the newly created bureau of commerce and industry of the Philippine government at a salary of $5000 a year. Mr. Rafferty's appointment to the new position was made by Governor General Harrison and received the unanimous approval of the Philippine senate just before its adjournment. The legislature has appropriated $50,000 for the maintenance of the bureau for the ensuing year.

Mr. Rafferty will be a valuable man in the new bureau which will be devoted, as its name implies, to the promotion of the commercial and industrial interests of the islands. During his term of service in the bureau of internal revenue, Mr. Rafferty paid special attention to a campaign in the interest of Philippine tobacco and Manila cigars and cigarettes throughout the United States. He made several tours of the United States presenting the merits of Manila goods to the retailers, and at the same time studying the trade situation with a view to informing the Philippine manufacturers regarding the demands of the American trade. As a result of his work, local cigar factories have been induced to take proper precautions in packing their goods for shipment and in avoiding export of any inferior product.

Mr. Rafferty has also been active in the government campaign among the tobacco growers of northern Luzon to assist them in establishing scientific methods of tobacco culture, and in inducing them to employ proper curing facilities. He has been a most earnest worker in the promotion of the tobacco industry of the islands, which is fast forging ahead to a place of prominence among the articles of Philippine commerce and export.

Wenceslao Trinidad, a Filipino, who has been deputy collector of internal revenue for several years, succeeds Mr. Rafferty as head of the bureau and is the first Filipino to occupy this important government position. He has been trained in government service and is fully acquainted with the details of the collector's office. A. B. Powell, who has been chief clerk under Mr. Rafferty, and has been in close touch with the tobacco men in the islands, succeeds Mr. Trinidad as deputy collector.

In retiring from the internal revenue bureau, Mr. Rafferty was presented with a gold watch by the employes of the bureau as a token of appreciation of his kindness and consideration toward the men under him.

GROWERS OF WRAPPERS

Under Shade

in

CONNECTICUT

FLORIDA

and

GEORGIA

AMERICAN SUMATRA TOBACCO CO.

142 Water Street, New York City

"To Bring Them Home"

The war must be won . . . not alone by our armies . . . but by the personal sacrifice of every man, woman and child of the nation.

—*President Wilson.*

OVER in France, where the death shells scream,
The boys are fighting, as in a dream—
A glorious dream of blood and hell—
While I stay home and prosper well.

Over in France they are dying now,
Like red earth turned by a giant plow;
They are going across, with a smile, for me---
While I stay home in security.

Over in France the gas clouds roll,
And the shower of steel is taking its toll;
The flag drives on, but the boys lie still—
While I live on and I eat my fill.

Dear God in heaven, in whom we trust,
Turn the food in my throat to dust
If I miss one chance which may come to me
To bring them home with the victory!

—*Kenneth Groesbeck.*

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We have read no verse that so clearly expresses what civilian sentiment ought to be as regards our sacrifices for the boys at the front, as the above by Mr. Groesbeck, which appears in the April 11th issue of *Life*.

Incidentally Mr. Groesbeck is connected with the tobacco industry in some measure, as he is vice-president of the Harry Porter Company, Advertising Counsel for the Tobacco Products Corporation.

FAME

The incumbent of an old church in Wales asked a party of Americans to visit his parochial school. After a recitation he invited them to question the scholars, and one of the party accepted the invitation.

"Little boy," said he to a rosy-faced lad, "can you tell me who George Washington was?"

"Iss, surr," was the smiling reply, "'E was a 'Merican gen'ral."

"Quite right. And can you tell me what George Washington was remarkable for?"

"Iss, surr. 'E was remarkable 'cos 'e was 'Merican an' told the trewth." The rest was silence.

Minors in Stores

Washington, D. C.

WASHINGTON tobacconists who have been forced to hire girls to take the place of men gone to war are interested in a bill which has been introduced into Congress by Representative Keating, of Colorado, for the regulation of the employment of minors in stores and manufacturing establishments in the District of Columbia.

The measure provides that no child under fourteen years of age shall be employed or permitted to work in any occupation whatsoever, and the employment of minors over fourteen, but under twenty-one, is subject to prohibition by the authorities, should an investigation disclose that the occupation in which such minors are employed is dangerous or injurious to their health.

No female under twenty-one shall be allowed to sell merchandise or engage in any other trade or occupation in any public place. It is also provided that no girl under twenty-one years of age may be employed in any capacity where such work compels her to remain standing constantly, but that seats shall be provided which are easily accessible and the girls shall be permitted the use of such seats in so far as the nature of the work allows. At least one seat shall be provided for every three girls employed in work which requires them to stand part of the time.

Boys between the ages of fourteen and sixteen may be employed only by permission of the superintendent of schools, who shall issue a permit to the employer. Such permits must be kept on file and returned within two days after the minor so employed is no longer engaged. Duplicate records must also be kept, showing the names and ages of all children under sixteen years of age employed, one copy to be retained on file and the other to be conspicuously posted near the principal entrance of the place in which such children are employed.

Before such permits are issued, the following documents must be submitted to the superintendent of schools for approval:

A written statement to be presented by the person for whom the child expects to work, that he intends legally to employ such child.

The school record of the applicant, filled out and signed by the principal of the last school attended, setting forth that the child can read and write and has completed a course of study equivalent to six yearly grades.

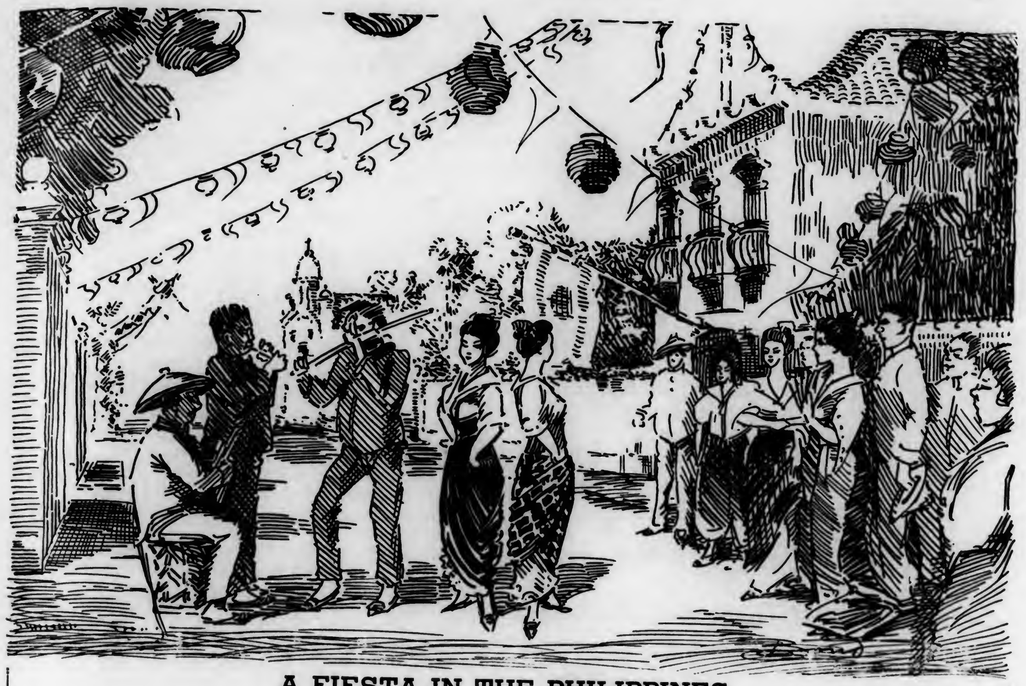
A certificate, signed by a medical inspector of schools, stating that the child has reached normal development and is physically able to be employed in the occupation in which he intends to engage.

Documentary evidence showing that the child is fourteen years of age or over.

The permits will contain a description of the child, showing the color of the hair and eyes, height, weight, etc.

Penalties ranging from $10 to $200 are provided for violation by employers of the various provisions of this bill. If enacted, it would become effective September 1, next.

C. L. L.



A FIESTA IN THE PHILIPPINES

IN 1882 the Tobacco Monopoly in the Philippine Islands was ended by a decree of the Governor General. The natives of the towns and villages joyously celebrated the event by holding fiestas in the Northern provinces of Luzon where the greater part of Philippine tobacco is grown. This monopoly had continued in operation for a hundred years and during that time "Manila" cigars found a ready market and won a splendid reputation when permitted to reach the shelves of cigar and tobacco dealers in countries where tariff laws did not prevent their importation. Manila cigars of standard quality maintained by the Philippine Government have repeated their successes in the United States during the past two years.

Have You Obtained Any of The Benefits of That Trade?

Stock Manila Cigars! ***There Is Money In It!***

List of manufacturers and importers on application

MANILA AD AGENCY **546 West 124th Street, New York**

EISENLOHR'S
Cinco
CIGARS
SIX CENTS
TO PRESERVE THE QUALITY
For half a century the quality has never changed—except for the better. Consider the protection which such a standard means to you particulary in days like the present
Stick to Cinco—it's safe
OTTO EISENLOHR & BROS. INCORPORATED

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EDWARD WISE	Chairman Executive Committee
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New York Offices, 5 Beekman Street

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Meeting 1st Thursday of each month at Masonic Temple, 310 Lenox Ave., New York.

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Meeting 4th Tuesday of each month at Hotel McAlpin.

War Taxes On Instalments

A QUESTION of considerable interest to the tobacco trade, and one that should be at once taken up and supported by The Tobacco Merchants' Association and other organizations of the industry, is the movement of the National Credit Men's Association to provide for the payment of income and excess profits taxes in instalments, and which might be broadened in plan and scope to include other wartime taxes.

Such a plan would certainly be of great help to the manufacturer and jobber, and the latter particularly because of the credit burden that he usually carries for the retail trade.

Business men of New York, Boston, Philadelphia, Chicago and St. Louis have declared unanimously for deferred payments. Some of the associations favor the imposition of an interest charge on the deferred payments.

When the war revenue bill was before Congress the Merchants' Association urged that "provision should be made for payment of the taxes, after it is due, in equal monthly instalments with six per cent. interest." Objection has been made, on the other hand, to the interest charge unless there is default when the payments are due.

Profits are not usually convertible into cash at once, so that if payment is exacted for the entire tax at one time, it means some sacrifice on the part of business. And it should be borne in mind that however patriotic and willing business men may be to meet every call on their resources, anything that cripples them hinders the progress of the war.

There are four bills on the subject of income and excess profits now before Congress, which we have already intimated should be broadened to include other taxes. It is said that the Secretary of the Treasury is opposed to them because the actual cash is needed by the Treasury. On the other hand it may be that the business man who is overpressed now for money may have less for the next call. It may be a bromide to suggest the story of the goose that laid the golden egg, but it obtrudes itself into consideration.

One of the strongest arguments adduced by the business men of New York is the unqualified success of the method adopted by Comptroller Prendergast, of half-yearly payment of city taxes, under which more taxes were collected than ever before, and a large majority of the taxpayers made half-yearly payments.

It is significant to the whole discussion that members of Congress are considering a proposal that the Government may authorize deferred payments in cases where payment in June will cause hardship.

KEEP THE HOME PIPE BURNING

Mrs. Wisen says she keeps her husband home evenings by occasionally breaking one of his meerschaum pipes so that he gets busy staying at home nights trying to color a new one.

Mrs. Peaknose allowed her husband to smoke in the kitchen when the maid was out, and other times in the coal bin. She sees him evenings when he gets back from "somewhere."

The moral is, "Keep the home pipe burning."

Lancaster Tobacco Market

REPORTS filtering in from scattered sections of the local belt, indicate that the tobacco planting area will be increased more than thirty per cent. for the new crop. It must be understood, however, that this expansion is not being made at the expense of food gardens, but is the result of "area conservation." This additional area is expected to drive next season's financial total past the twenty-million-dollar mark, a figure never before attained by growers of this section.

Prices on old tobacco have stiffened slightly lately, and the outlook is fair for a still further advance, in view of the fact that it is a long stretch to the 1917 crop.

Julius Marquesee, who predicted a big increase in the price of leaf tobacco, made a fortune from the 1916 packings which he purchased in this country. He was early in the buying movement for 1917 packings, and is reported to have contracted for upwards of 7,000 cases of that crop. One of the largest sales recently was of 1,000 cases by R. M. Granat & Company, of which Mr. Marquesee got a large portion. There was considerable buying of the few hundred acres of 1917 tobacco yet in the farmer's hand during the past fortnight, and top prices were maintained.

One of the record-breaking checks received for tobacco at a local warehouse was that which M. R. Nissley secured in exchange for six acres. The check was given by Baker & Pfautz, and amounted to $4162.58, an average of $693.76 an acre. The tobacco was grown on the John Cassel farm at Lancaster Junction.

C. J. Garman has sold his cigar factory building at private terms to H. H. Mayor, a manufacturer of Ephrata.

The Globe Cigar factory, of Ephrata, has been closed, due to a lack of stock. Benjamin Schwartz, the manager, will engage in the leaf tobacco business.

R. G. R.

AMERICAN TOBACCO IMPORTANT TO CHINA

Although the United States has begun to import a much larger volume of Chinese tobacco from Hongkong for special mixing purposes, Hongkong's import of American tobacco is one of the most important items in the American export list. Imports of American leaf tobacco into Hongkong at the present time amount to about 6000 tierces and hogsheads annually, valued roughly at $1,500,000, and representing an increase of about ten per cent. over the imports of last year. This tobacco is imported almost altogether for the use of a cigarette factory in Hongkong, although a small portion of the trade is with Chinese dealers in Hongkong and in South China ports for mixing with the native product.

WAR-TIME ADVICE

Don't be afraid of your competitor. Learn from him. If he is doing enough business to be dangerous, he is worth studying.—*Blood's Booster.*

For Twenty-five Years

A Standard Quality, constantly tested to insure uniformity.

Why you should display the box with the Famous 44 Oval.

A Selling Brand Nationally Advertised

"44" Cigar Co., Inc. Philadelphia

DEALERS

There's a Big Demand for

FLOR DE MELBA

The Cigar Supreme

They're quite a bit better than others. All popular shapes.

Sell for 3 for 25c, 10c straight, 2 for 25c, 3 for 50c and 25c straight.

Our national advertising helps you sell FLOR DE MELBAS.

Thousands of satisfied FLOR DE MELBA smokers help you increase your business.

See your jobber now, or write us

I. Lewis Cigar Mfg. Co. - Newark, N. J.

Largest Independent Cigar Factory in the World

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

TURKISH CIGARETTES
CADO COMPANY, INC.
145 Lafayette Street - New York City

BRANDS	Fifty-Six - - - - -	10 for 25c
	Cado - - - - - -	10 for 15c
	Water Lily - - - - -	20 for 15c

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.
LIVE DISTRIBUTORS WANTED

Cork Tips **Cork Bobbins**
BOUCHER CORK & MACHINE COMPANY, Inc.
122-222 WEST 18TH STREET NEW YORK

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Honduran Leaf Production

GEORGE A. MAKINSON, United States consular agent, in a recent report from Amapala, Honduras, states that the Honduran tobacco occupies an eminent position in the estimation of Central American smokers. So much so that the native product of neighboring republics is often put on the market as "Tobacco de Honduras." The best quality and largest quantity is produced in the department of Copan, which borders on the Guatemalan and Salvadoran frontiers. It is also produced in commercial quantities in several other departments. Paraiso produces 7500 pounds; Santa Barbara, 250,000 pounds; Gracias, 50,000 pounds; Octopeque, 410,000 pounds, and Copan, 1,000,000 pounds. This gives a total production of about 1,717,500 pounds.

It costs from eight to twelve cents United States currency to raise a pound of tobacco in this country, and the market price ranges from fifteen to twenty-five cents, depending on the class and quality. It is supposed that most of the tobacco in cultivation in Honduras was originally derived from Cuban seed, and the more progressive growers still continue to import Cuban, Jamaican, Porto Rican and American seed. When ready for market, Honduran tobacco closely resembles that grown in North Carolina and Virginia. It burns well and has a pleasant aroma, and it is held that its failure to achieve just recognition of its worth is due solely to the primitive and unscientific methods employed in its harvesting and curing.

In recent years the National Government has taken measures to foster the industry, and aside from maintaining several schools where young natives are taught to scientifically cultivate and cure the crop, steps are being taken to improve the quality of the plants and to find new outlets for the constantly increasing production. The Government recently sent several youths to the tobacco districts of Cuba, where they were able to observe and study the methods employed there in the various branches of the industry.

Tobacco is principally used in Central America for cigars and cigarettes; pipe smoking and chewing have not been introduced among the natives, although nearly all of them, including minors and women, smoke. Among the laboring classes the women of nearly every household prepare the cigars and cigarettes for the family needs. During the fiscal year 1914-15, $7480 worth of cigarette paper was imported, the greater part of this supply coming from Spain and small shipments from the United States and Germany.

A firm (whose name can be obtained from the Bureau of Foreign and Domestic Commerce or its district or co-operative offices by referring to file No. 94,989) recently obtained a concession from the Government for the establishment of a cigarette factory at Tegucigalpa. This firm has placed orders in the United States for a considerable amount of modern machinery and equipment. Although it is proposed to manufacture cigarettes for the local market, the firm has contracted to export considerable quantities to Panama and the Canal Zone, where it is expected that it will fulfill the present strong demand for a cheap cigarette among the negro laborers.

TAMPA-CUBA CO. ANNUAL ELECTION

At the Tampa-Cuba Cigar Company's annual meeting at the company's offices in West Tampa reports were submitted from various sections showing a prosperous business for the past year, and were encouraging as to the prospects for the year to come.

The annual election of officers was held with the following results: J. T. Treasure, Salt Lake City, president; Ira B. Clark, Nashville, Tenn., first vice president; D. G. Wise, Atlanta, second vice president; Charles H. Huhn, Minneapolis, chairman of the executive committee; E. Berger, Tampa, secretary, treasurer and general manager.

Manager Berger entertained the members at a banquet at El Pasaje restaurant.

NEW HIGH RECORD FOR AMERICAN SUMATRA

Shares of the American Sumatra Tobacco Company established a new high record recently, when they sold as high as 98¾, or an advance of about 2 points. The closing quotation was 98. The dealings were on an exceptionally heavy scale, more than 8000 shares changing hands. The directors will meet for dividend action next week. The sharp upward movement in the stock was based on reports that the dividend rate will be increased to an eight per cent. yearly basis. The present rate is seven per cent. It is expected that the company will pay off during the next three months the last of its $1,200,000 notes. It has no floating debt and it is felt that with working capital on hand July 31 next it will not again be obliged to create any floating debt.

THE MOST TERRIFYING EXPERIENCE

She—And what was your most terrifying experience during your two years in the trenches?

He (grimly)—The night——

She—Yes, yes——

He—When, with the Boches only one hundred yards away——

She—Go on.

He—And gas bombs raining and liquid fire coursing upon us——

She—Yes, yes——

He—When we suddenly discovered——

She—Go on.

He—That there wasn't a cigarette in our whole detachment.—*London Opinion.*

Cigars to the number of 111,909,685 were exported from Cuba (through Havana) in 1917, as against 121,663,309 during 1916. Of the total, 44,446,020 cigars came to the United States and 30,646,522 went to England. Of unmanufactured tobacco, 291,618 bales were exported last year, the average price being $65.73; and over 12,000,000 packages of cigarettes were shipped out. The total value of Cuba's manufactured tobacco exports in 1917 was $10,207,015.

Statistics for 1915-16 show that Victoria, Australia, imported cigars and cigarettes from the United States to the value of $828,073.

—IF—

You want to sell a factory

You want to buy a factory

You want a partner

You want to sell machinery or equipment

You want to buy second-hand machinery or equipment

You want to sell scraps, cuttings, etc.

You want to buy scraps, cuttings, etc.

You want superintendents, foremen, etc.

You want to reach manufacturers, jobbers, retailers, clerks and salesmen, try a classified ad in

The Tobacco World

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

JOSE F. ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

H. NEUBERGER COMPANY
Incorporated
130 Water Street
New York
IMPORT EXPORT
LEAF TOBACCO

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306 NO. THIRD STREET, PHILADELPHIA

GERMAN CAPITAL IN PHILIPPINES

Two tobacco firms in the Philippines, largely in the control of German capital, have been affected by the government's action in taking over concerns of enemy subjects and placing them under the management of receivers appointed by the Philippine representative of the alien property custodian. A supervising agent has been appointed for El Oriente Cigar factory which has secured a temporary or revocable license from Washington, and a supervising agent has also been named for the firm of Otto & E. A. Weber, leaf tobacco buyers operating in the Cagayan valley of northern Luzon. The Weber brothers are recognized as among the best experts in judging leaf tobacco in the islands. They have applied to Washington for a temporary license to continue their business. The supervising agents do not have the power vested in the receivers appointed for other German firms to take over the complete management of the business, but they are instructed to supervise the business affairs of their respective concerns.

SWISS MAY CEASE TOBACCO CULTURE

Although it is reported that Switzerland produces a small quantity of tobacco, the authorities have raised the question of suppressing its cultivation at this time on account of the great demand for the more necessary products that could be raised. The planters of Broye, the center of the industry, have protested against this measure, even if the Government gives them indemnity for the suppression of the planting of tobacco. The canton of Vaud produces most of the tobacco grown in Switzerland, the average crop in this canton for a period of five years being 528,000 pounds, sold at an average price of about seven cents per pound. The average crop in the cantons of Berne and Fribourg, the only other cantons producing any tobacco, was 102,000 pounds.

A CASE OF TOBACCO

Every one, with the possible exception of a few who have a brain constructed like a cash register or an adding machine, mere mechanical devices which are debative evidences of genius, hates mathematics, and the mathematical genius usually is a very tiresome person. But you can not run the tobacco business without a good arithmetic, so we may sympathize with Mr. Erastus Washington, a dark, chocolate colored American patriot, who owned a little farm in Virginia that would grow a fine quality of tobacco; but he was too lazy to work it so he rented it to Colonel Breckenridge Ochiltree for one-third of the crops.

Now Colonel Stonewall Jackson Beauregard was a benevolent and kindly gentleman of Virginia, and there is no nobler man in the world, and meeting Mr. Washington in the country store at Moreby's Corner, he told him that in renting his farm for one-third of the crops, he was entirely too liberal.

The next time he met Mr. Washington he was greeted with a broad grin that showed about eight inches of solid ivory, and Erastus said: "Kunnel, I done tole Kunnel Ochiltree dat he couldn't have ma fahm no moh foh no one-third of de craps, but nex yea I done gotta have one foath, and de Kunnel he doan make no conjections an he seem mighty pleas to sign de contrac."

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Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

LIPTON CUP:—40,556. For cigars, cigarettes and tobacco. March 14, 1918. Walter Tobin, Chicago, Ill.

EVERGREEN HIGHWAY:—40,557. For cigars. March 4, 1918. S. N. McGee, Pasco, Wash.

LALLTUNDA:—40,558. For cigars. September 29, 1917. H. E. Gesell, Thief River Falls, Minn.

PATERNAL:—40,559. For cigars, cigarettes and tobacco. February 25, 1918. The Mutual Cigar Co., Buffalo, N. Y.

GIVITOME:—40,560. For cigars, cigarettes and tobacco. March 15, 1918. Wiedmann-St. Louis Cigar Box Co., St. Louis, Mo.

ITALIAN SPORT:—40,561. For cigars. June 16, 1917. P. Capobianco, Philadelphia, Pa.

LA FLOR DE MARTORANA-VALENTI & CO.:—40,562. For all tobacco products. March 18, 1918. Martorana-Valenti & Co., Tampa, Fla.

RICO-TODO:—40,564. For all tobacco products. March 12, 1918. A. J. Hereera, New York City.

AERIE REX:—40,565. For all tobacco products. March 18, 1918. The Moehle Litho. Co., Brooklyn, N. Y.

GALLI-CURCI:—40,568. For all tobacco products. March 21, 1918. American Litho. Co., New York City.

DEEPER HUDSON:—40,572. For cigars, cigarettes, cheroots and tobacco. March 22, 1918. Dearstyne Bros. Tob. Co., Albany, N. Y.

ROLLS ROYCE:—40,573. For cigars. March 21, 1918. American Exchange Cigar Co., New York City.

CRIMSON CIRCLE:—40,574. For all tobacco products. March 21, 1918. Garcia & Vega, New York City.

LA MARSEILLAISE:—40,575. For all tobacco products. March 11, 1918. Arnold Pollak, San Francisco, Cal.

PHILIP MORRIS & CO. LTD. "VIRGINIA OVALS":—40,578. For cigarettes. February 27, 1918. Philip Morris & Co., Ltd., New York City.

TRANSFERS

INTER OCEAN:—6,138 (Tobacco Leaf). For cigars. Registered December 3, 1891, by M. D. Neumann, Chicago, Ill. Transferred to Neumann & Mayer Co., Philadelphia, Pa., March 14, 1918.

SHANNA:—32,011 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered May 9, 1906, by Geo. Schlegel, New York City. Transferred to Val. M. Antuono, Tampa, Fla., March 20, 1918.

MARCUS DALY:—19,296 (Tobacco Leaf). For cigars. Registered June 14, 1900, by Cole Litho. Co., Chicago, Ill. By several transfers was acquired by the Cadillac Cigar Box Co., Detroit, Mich., and re-transferred by them to Paul Whitelaw, Missoula, Montana, March 11, 1918.

SIR WILLIAM:—11,627 (Tobacco Leaf). For cigars. Registered March 3, 1896, by Ruhe Bros. Co., Allentown, Pa. Transferred to Lincoln Drug Co., Lincoln, Neb., February 28, 1918.

MR. BILL:—18 894 (Tobacco Leaf). For cigars, cigarettes and cheroots. Registered April 13, 1900, by Ruhe Bros. Co., Allentown, Pa. Transferred to Lincoln Drug Co., Lincoln, Neb., February 28, 1918.

LITTLE MR. BILL:—18 895 (Tobacco Leaf). For cigars, cigarettes and cheroots. Registered April 13, 1900, by Ruhe Brothers Co., Allentown, Pa. Transferred to Lincoln Drug Co., Lincoln, Neb., February 28, 1918.

INJUNCTION:—10,996 (Trade-Mark Record). For cigars. Registered September 24, 1891, by Geo. S. Harris & Sons, Philadelphia, Pa. Transferred to American Litho. Co., their successors, New York City.

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

FOR SALE—Cigar factory with retail store in connection. Store alone will clear One Hundred Dollars a month above expenses. Store can be bought separate from factory. This proposition is open and above board and will stand rigid investigation. For further particulars address C. T. Boehler, 219 Kay Street, Sacramento, California.

FOR SALE—Twenty-four Miller, DuBrul & Peters suction tables, in perfect condition. For a quick sale a very low price will be accepted. Address Box 151, "The Tobacco World."

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

WANTED

WANTED—Stripper Foreman for large Western manufacturer. Must be competent and reliable. Permanent position to right man. Reference required. Address "Western," care of "Tobacco World."

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made. J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

MONGOL:—23,524 (Tobacco World). For cigars, cigarettes and cheroots. Registered December 9, 1911, by E. Soter & Co., New York City. Transferred to Theodore Papas, New York City, March 25, 1918.

DOMINOR QUEEN:—23,269 (Tobacco Leaf). For cigars. Registered May 5, 1902, by M. Hengstler, Syracuse, N. Y. Transferred to Justin Seubert, Syracuse, N Y., March 19, 1918.

VOLUNTEER:—4,118 (Trade-Mark Record). For cigars. Registered June 30, 1887, by Geo. S. Harris & Sons, Philadelphia, Pa. Transferred to American Litho. Co., their successors, New York City.

A PARKING PRIVILEGE

Hobbs—I sometimes get angry with my wife. She monopolizes all the closet room for her clothes; does yours?

Dobbs—Oh, she allows me a sort of parking privilege for a suit or two.—*Boston Transcript.*

The Tobacco World

Established 1881

Volume 38 | April 15, 1918 | No. 8

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
INCORPORATED
LOUISVILLE, KY., - - U. S. A.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

GARRETT H. SMITH, U. S. and Canadian Representative for
COMPAÑIÁ LITOGRÁFICA DE LA HABANA
Finest Imported Cigar Bands and Labels. Also GUMLESS Bands
NEW YORK OFFICE (Phone, Gramercy 1754) 106 E. 19th ST.

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W
WM. WICKE RIBBON COMPANY
Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain
WOODHAVEN AVENUE, GLENDALE, NEW YORK

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

GEO. SCHLEGEL
22nd St. and Second Ave.,
NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

CIGAR LABELS OF HIGHEST QUALITY
CIGAR BANDS
SHOW CARDS
FOLDING BOXES, ETC.
Wm. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS
FOR THE
CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF SPECIAL PROCESS CIGAR BANDS

HEYWOOD, STRASSER & VOIGT LITHO. CO.
26TH STREET & 9TH AVENUE, NEW YORK
MANUFACTURERS OF
CIGAR BOX LABELS
BANDS AND TRIMMINGS
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179 West Washington St., Chicago, Ill.
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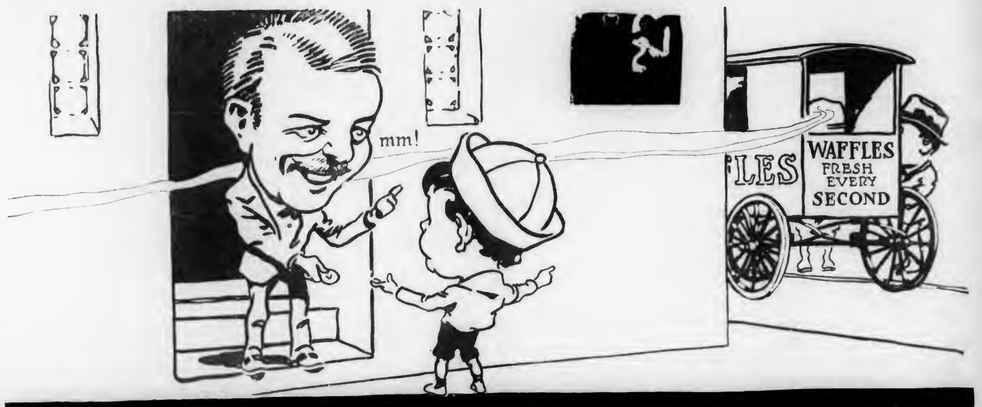
PHILADELPHIA OFFICE
322 Chestnut Street
SELLING REPRESENTATIVES
ADOLPH FRANKAU & CO.,
129 Fifth Avenue, New York City



HOW do you know the Waffle man's around?

"Your Nose Knows"

And you were never a real boy if you've forgotten that delicious *fragrance* of a crisp, red-hot one with powdered sugar. Doesn't it tempt you even now? that irresistable *fragrance!* "M—M". *Fragrant* memories are the most lasting. What "your nose knows" *you know* for keeps. That is why once a smoker of Tuxedo—always a smoker of Tuxedo.

It's simply *pure fragrance* that makes

Tuxedo

The Perfect Tobacco for Pipe and Cigarette

A *pure fragrance* that comes from Nature's best Burley tobacco leaf —"Blue Grass" *fragrance*, put there by the sunshine of Old Kentucky where Tuxedo is grown and ripened and blended—a *fragrance* your nose *always* knows.

Try this Test:—Rub a little Tuxedo briskly in the palm of your hand to bring out its full aroma. Then smell it deep—its delicious, *pure fragrance* will convince you. Try this test with any other tobacco and we will let Tuxedo stand or fall on your judgment—

"Your Nose Knows"

Guaranteed by
The American Tobacco Co.

VOLUME 38 NO. 9

The TOBACCO WORLD

MAY 1, 1918

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Smoking Him Out

MADE IN BOND

FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

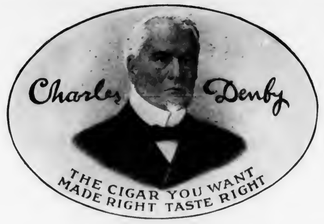
CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

"The Cigar that holds the confidence of the smoker pays retailers best"



This is the brand that is leading the trade everywhere to a full appreciation of the value of standard made cigars

The **"CHARLES DENBY"** satisfies the smoker because it is good, and the merchant because it sells.

H. FENDRICH, EVANSVILLE, IND.
Makers of good cigars for over 67 years

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY: TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.
ESTABLISHED 1831
To Dealers—
Write us a postal for a pouch of Real Gravely. It's the first big improvement in plug since Peyton Gravely made the first plug that ever was made.
P. B. GRAVELY TOBACCO CO.
DANVILLE, VA.
DEPT. A

BAYUK BROS.

"HAVANA RIBBON"

THE PERFECT CIGAR

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.
PHILADELPHIA

ROCKY FORD CIGAR

HAND MADE — DELICIOUS FLAVOR

MANUFACTURED IN OUR NEWARK, N. J., FACTORIES

We also manufacture, at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 2 for 5c—3c each and 3 for 10c., giving the Jobber and Retailer an exceptional margin of profit.

UNION AMERICAN CIGAR CO.
General Offices, Pittsburgh, Pa.

For Gentlemen of Good Taste

San Felice

CIGARS

The Deisel-Wemmer Co.,
LIMA, O.

MURIEL—and the Retailer's Profit

With a quality that pleases the consumer, with a popularity that spells a quick turn-over and a price that provides legitimate profit, Muriel Cigar is one of my best bets.
ANY WISE RETAILER.

Neither Quality nor Advertising can make a *lasting* success of a cigar if the Retailer's legitimate Profit is ignored.

Every step in the wonderful development of Muriel—every new size, every new selling idea—considers first the Retailer's Friendly attitude.

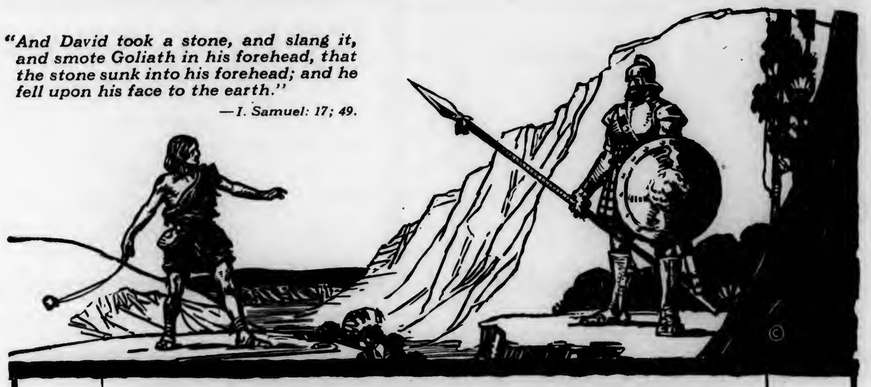
"Quality" —"Popularity"—"Profit" is Muriel's slogan to the Retailer.

Retailers desiring to make purchase of "The most talked-about cigar in the U. S. A." will be gladly given name and address of our nearest distributor upon request.

P. LORILLARD & COMPANY, Inc.
119 West 40th Street New York

"And David took a stone, and slang it, and smote Goliath in his forehead, that the stone sunk into his forehead; and he fell upon his face to the earth."

—I. Samuel: 17; 49.



The modern David and Goliath

THE fight for *dominance* in your field of business activity is not unlike the David and Goliath feud of Biblical times. Goliath, a hardened, ruddy warrior always, threatened with extravagant claims to dominate by *might* and *brute force,* but went down to *defeat* at the hands of David, a shepherd youth, unskilled in warfare, but equipped with *grim determination,* and a knowledge of what was *true* and *right,* and further possessed of an accurate aim with his sling.

It was the *accurate aim* that *won* the battle for David with his *first* shot.

So in advertising, the *first* and most important consideration is to *be sure your aim is right.* If directed to the right men, and your ammunition (copy) has the punch, your results in the battle for business are *assured.* Dominance in your field is then simply a matter of *stick-to-it-ive-ness.*

***Don't scatter* and *waste* your advertising shots without aim, by careless and wasteful methods—concentrate, aim and fire at the *buyers* who are *vitally interested* in *your proposition*—the readers of**

The Tobacco World

236 CHESTNUT STREET

PHILADELPHIA

REMEMBER-IT'S THE AIM THAT COUNTS!

Copyright 1918, Lloyd W. Young, Cleveland

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The Tobacco World

Established 1881

Volume 88 **May 1, 1918** **No. 9**

TOBACCO WORLD CORPORATION
Publishers
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FACTORY BRANDS:
BOUQUET DE PARIS — LONDON JOCKEY CLUB
FAVORITA ESPANOLA — EL MARVELO
JUANA DIAZ

Neudorf's
BOUQUET DE PARIS
"The Havana Cigar of Exclusive Mildness"

The cigar that is PREFERRED by United States Senators, Eminent Bankers, and other professional men who are exceptionally discriminating. This proves the unusual merit of Neudorf's *Bouquet de Paris* Cigars.

Write at once for prices and territory
MINDEN & DAVIS
MANUFACTURERS
1809-1811 First Ave. - New York City

BOLD
the cigar
"Above All"
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Volume 38

THE TOBACCO WORLD

Number 9

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year — PHILADELPHIA, May 1, 1918 — Foreign $3.50

"Lend Him a Hand", He is Fighting Your Battles You Lose Everything If He Loses

"LEND Him a Hand," is a phrase that towers above all others in these strenuous days of the closing of the Third Liberty Loan. Evidence is plentiful on every side that the tobacco trade has responded to this gripping appeal and that it is pouring out its dollars generously. Buying bonds to help equip and maintain our military forces is backing up the men who are in the trenches prepared to make the greatest sacrifices that our country may not be a second Belgium or Serbia.

The Sammees are fighting in France in order that our country may remain a "government of the people" and one where industry and commerce may develop almost unrestricted.

Right now our sailors and soldiers are our partners in this great big business of thrashing the Hun. "Over there" our partners are doing the fighting, "over here" it is our share to raise the money that they may have the best of everything to fight with.

If we should lose this war our businesses would be of little value. Therefore, until this war is won, our businesses must be secondary to the one big thing of "Helping to Win the War." That means to help in any way that you can. Thrift Stamps, Bonds, Red Cross, Y. M. C. A., or in any home branch of the service you have a chance to "do your bit."

There is no need for the retailer to kick at the jobber or manufacturer because of the increased price of tobacco products. The man to kick at is the Kaiser. He is the guy that put the price of everything from a hundred to two hundred per cent. above normal. We may be able to get these prices down a bit if we give the Potsdam Gang a good trouncing, and the sooner we do it the better.

As the Cigar Clerk says, Kaiser Bill is the Royal Yegg and it is up to us over here to see that we do all that we can to bring his career to an end.

We are sometimes moved to complain when there are delays in mail and express service, but when we see the troop trains going through, and the motor truck trains moving along the roads, and one or two camouflaged transports sliding out of the harbor, then how insignificant do our own troubles become.

God forbid that a sack of our mail or an express package for us should delay for one hour the movement of a gun or a cartridge or a coat or food for some soldier "over there." We are here to "Lend Him a Hand" in any and every possible way. Our soldier comes first, because he is fighting our battles.

Business must go on. Business will go on. But still more important is the fact that the war must go on in a victorious way for our Allies. Shipments of raw materials and finished products for the tobacco trade become insignificant to the problems of completely supplying half a million men under arms on the other side of the ocean.

Embargoes are not made for the fun of the thing. Your freight and our freight is not delayed without just cause. No jobber who is waiting for a carload of cigars would want to feel that by insisting on his cigars being delivered by a certain day that a machine gun crew in France died in their "nest" for lack of ammunition; ammunition that might have been there had not a carload of cigars received precedent over a carload of ammunition.

When we study the revelations of what has gone on in Belgium, Serbia, Poland, Roumania and Turkey, the sufferings and sacrifices these peoples have made, we have given nothing and have sacrificed nothing by comparison.

We are human, and we complain and criticise just as most of us do when things do not fall out as we expect them to. But we are going to practice "Lending Him a Hand," by keeping our troubles to ourselves for the present; our soldiers and sailors' needs come first. There is no middle ground. The Clacker and the Slacker are Pro-German. Every act that interferes with the movement of supplies for our troops is aid and comfort to the enemy.

Every sacrifice that the cigar and tobacco industry makes to aid in the prosecution of this war will return a hundred fold when Victory comes to the flags of the Allies. The Third Liberty Loan has stirred the nation with the thousands of appeals that have been made for it. But let us not slide back comfortably into our chairs the minute the success of the Loan is assured. The war must be won and it will take much more than Liberty Bond subscriptions to do it.

NOTES AND COMMENT

It is estimated that in the more densely populated European countries, in times of peace, for every million people, one billion cigarettes are sold annually. In the United States in 1917, about thirty-five billions of cigarettes were manufactured, compared to three billions in 1900. The latest estimate for 1918 indicates a production of forty-eight billions.

For retail cigar dealers in warm and dry climates, "*The Burning Question,*" the magazine of the General Cigar Company, mentions the wise method of a dealer in Houston, Texas. To keep his cigars in proper condition he not only places them in the case but he had wire screens constructed, approximately the size of an ordinary desk blotter. On these screens he lays moistened blotters and places the screens inside the case and over the merchandise when he closes his stands at night.

At the recent annual meeting of the Leaf Tobacco Board of Trade of New York, the following trustees were elected: Frank M. Arguimbau, William S. Brill, Joseph F. Cullman, John H. Duys, Howard Friend, Charles Fox, Charles R. Goldsmith, F. R. Hoisington, Fred Lederer, Joseph Mendelsohn, Benno Rosenwald, Alfred R. Schmid, Sig. Schleuechterer, Carl W. Webbe and Jerome Waller. Then the trustees elected Joseph Mendelsohn, president; William S. Brill, vice president; Charles R. Goldsmith, treasurer, and Charles Fox, secretary.

The plantations and the tobacco factories at Bahia, which were worked by the Germans and were considered the most important tobacco centre in Brazil, have been brought up by Brazilian capitalists, who are renewing their activities in this direction. These factories were closed after the rupture of relations between Brazil and Germany, owing to the boycott of workmen and the Brazilian public. The resumption of work of these important concerns will permit a large increase in the production and exportation.—*Agencia Americana.*

Three more widely known brands of smoking tobacco favored by the soldiers of the American army have been taken over completely by the Government, so that there will be no shortage of smokes in the trenches of France.

This means that the entire output of enormous factories is to be shipped abroad as fast as it can be produced.

The brands now taken over are "Velvet," "Prince Albert" and "Duke's Mixture," all used for cigarette and pipe tobacco. Recently "Bull Durham" and "Tuxedo" were commandeered by the Government.

The General Cigar Company, through the M. A. Gunst branch, San Francisco, Cal., have leased the Flannery Building at the corner of Market and Geary streets, San Francisco, Cal., for a period of ten years at a total rental of $242,800 for the full term. The new lease covers the entire building.

The American Sumatra Tobacco Company declared a quarterly dividend of two per cent. on the common stock, payable May 1st to stock of record, April 22nd. This places the stock on an eight per cent. annual basis, the last quarterly dividend having been one and three-quarters per cent. The regular semi-annual dividend of three and one-half per cent. on the preferred stock was also declared, payable September 1st to stock of record August 15th.

"We must steel ourselves to endure without grumbling the hardships entailed by this war. We must possess our souls with infinite patience, and not indulge in captious criticism. In forming or expressing an opinion relative to the manner in which the affairs of the Nation are being conducted, we should resolve every doubt in favor of our Government, and should not be influenced by personal or partisan ends."—By *Governor Gardner,* of Missouri.

It is reported in the tobacco trade that the Dutch Government has forbidden the export of products from Sumatra to the United States, including leaf tobacco. This may explain the existing strength of American Sumatra Tobacco common stock. The undivided surplus on January 31, 1918, was equivalent to $29 a share on the common stock. The fiscal year of the company ends July 31st, and the statement for the last half of the year will include the profits on eighty per cent. of the company's gross business. The profits for the first six months were $11.50 on the common, and this was based on only twenty per cent. of the annual gross business. Earnings for the full year, after all charges, are estimated between $35 and $40 a share.

The rates of import duties on manufactured tobacco for individual consumption in Italy were recently increased, as shown in "*Commerce Reports*" for March 15, the increased rates to remain in effect so long as the prices for retail sale were maintained at the fixed rates then in force. The Government tobacco monopoly changed these prices by an order of February 10. By a decree of February 28, the import duties have again been increased, the new rates being effective from March 13. For complete information on the tobacco situation in Italy, see "*Commerce Reports*" for November 2, 1915, June 12, 1916, March 15 and 29, 1918. The table of increased prices is on file in the Bureau of Foreign and Domestic Commerce.

The Cigar Clerk On "Doin Your Bit"

By Arthur T. Garrett

"I DONE my bit today all right," said the Street Car Conductor as he settled comfortably into his chair. "I wasn't in favor of this country gettin' into the war, but now we're in it I say the Kaiser's gotta be licked and licked right, and I'm goin' to do all I can to help."

"That's fine," said the Cigar Clerk enthusiastically, "when do you leave?"

"Leave? Whaddaye mean, leave?"

"Why, the only way I can figure how a husky guy like you can be of any real benefit to his country is to join the army or the navy. Which is it goin' to be?"

"Me fight? Not on your life. Personally I ain't lost any Germans, and I ain't a goin' to look for any of them murderers. I say let the fellers go what enjoy a scrap while us peaceful guys keep the home fires burnin'."

"I gotcha. You wanta keep the home fires burnin' and you settin' in front of the blaze, readin' the evenin' paper in dressin' gown and slippers. If we had a few million patriots like you, God help the U. S. A. Well, what have you done? spill it."

"I bought two $50 Liberty Bonds."

"Wow! And you got the nerve to puff yourself up on that. The company puts up the hundred bucks and grabs a dollar a week out of your pay. If you flivver on the fortieth week they hand you back all your dough. Ain't you the game little patriot though? If you have the saving instinct of a squirrel puttin' nuts away for the winter, you'd slap at least that much each week in a Savings bank, wouldn't you? And the bank pays you a little measly three per cent. and makes enough profits off the deposits of you and the rest to let the President of the institution buy lilac-lined limousines for the daughter. And if some Peter man gets to the strong box with a little Du Pont stuff and lugs away the mazuma, the banker tells you he is awful sorry, but seven cents on the dollar is the best he can do. Yet you're handin' yourself medals for bein' patriotic enough to loan money to the government at four and a quarter per cent. Why, you poor fish, it's a privilege to have as safe an investment as that. There ain't but one thing that can possibly affect your investment and that is Kaiser Bill, the celebrated Royal Yegg, slippin' up on McAdoo and beanin' him with a shot bag full o' Iron Crosses, and gettin' away to Berlin with the U. S. treasury.

"No, Edgar, you're all wrong. Doin' your bit and bein' patriotic means a sacrifice, not a cinch. The banks and rich people are a going to take all the Liberty bonds offered because that's their business, puttin' their surplus funds into securities that pay good, conservative interest with absolute safety. All this hullabaloo to get the piker trade like yours ain't done because the government is up against it to get the coin, but it's to get every American to be an actual stockholder in the nation. We take a lot more interest in a business if we own a few shares, and sixty or seventy million government bondholders mean a united country, a lot stronger than if a few millionaires and banks owned 'em all. Your little wad of one hundred bones, and the other little wads of millions of people like you, costs the government a hell of a lot of money for bookkeepin', printin', and other overhead expenses that goes with handlin' millions of small accounts. The government could sell the entire issue of unlimited Government Bond campaigns and not monkey with the small fry like you at all. The bankers that pay you three per would be glad to take your coin and turn right 'round and lend it to the government at four and a quarter. But the Government wants to sell itself to you as an Institution to make you a part of the biggest business on the earth today, THE UNITED STATES OF AMERICA, and instead of you puffin' yourself up over helpin' Uncle Sam out in a pinch, you ought to be tickled to death that you are privileged to become a minority stockholder in a goin' concern like the good old U. S.

"When William the Bad hears that this country has sold several billions of dollars' worth o' Government bonds to rich families and banks, he don't lose any sleep over it at all. He knows that this country is the richest in the world and can meet any obligation. In fact he has a lot of U. S. securities tucked away at Potsdam himself, and it ain't any surprise to him that financial sharps look on them as Class A. But when he hears that forty or fifty million plain American citizens have kicked in with their savings for the purpose of providin' him with a home at the north pole, or some other secluded spot, he knows we are united and mean business, and that's enough to take the curl out of his mustache."

"Well," said the Street Car Conductor belligerently, "what are you doin' to help win the war? I ain't seen you bustin' in the door of the recruitin' office yet."

"Me? Oh, I'm not doin' much, that's a fact. They picked my draft number early in the game, but the doctors said nix, and I've been in trainin' ever since tryin' to make the grade. I've bought Liberty Bonds three times, but I don't count that as patriotism, just good judgment, and to line myself up with the guys who claim to be hundred per cent. Americans. I'm comin' across for the Y. M. C. A. and the Red Cross, and every week I make up a little package of smokes and send it to one of the camps. But the biggest service I or any one else of the civilian bunch can do is to keep tab on every German I know. If every loyal citizen will go into the Sherlockin' business we can put a crimp in the German spy system that will shoot it to pieces. We all got the idea that German spies are people that are way off in Oklahoma or California, and we leave watchin' them to the police, but believe me the German butcher with the heavy thumb and honest eyes who flies a Liberty Loan poster in his window may ask you simple questions about the munition plant up the street and report to X15 by wire in Chicago, and some mornin'

(Continued on Page 24)

This Will Be Interesting to Everybody who Sells Merchandise on Credit

By Elton J. Buckley

Copyright 1917 by Elton J. Buckley

HERE is something interesting to everybody who sells goods on credit, whether manufacturer, wholesaler or retailer:

New York.

Two months ago a retailer from Scranton, Pa., called at our store here and said he wished to open an account with us. We asked him the usual questions about his standing, and got him to sign the statement that we always use. The statement was satisfactory. He showed a net worth of about $12,000, the greater part of which was an interest in valuable real estate which he said he owned in conjunction with another man. We gave him a line of $500 without inquiring of any of the references which he gave. We sold him on regular terms, ten days less discount, net thirty, and the bill has not been paid. We began investigating about a week or ten days ago and find he's in a bad way. It appears that he owes everybody and has very little to pay it with. The valuable real estate is in the name of his wife, and we understand she bought it with her own money.

Last week the landlord went down on him and advertised a sale of his stock and fixtures for a large amount of unpaid rent. We were apparently the only creditor that knew about it. Our credit man was there at the sale, but of course had to stand by and see the stuff sold. About half of the goods which came in from us were in the sale.

We wish your opinion as to what we can do here. Have we any chance except to wait for some of the creditors to put this man into bankruptcy and then put in our claim?

Yours,

VESTERMAN & SLEEPER.

This correspondent could have saved half his account if his credit man had been on his job. Fraud vitiates all contracts, and the victim in such a case can rescind the contract and seize the goods which were obtained by the fraud. This correspondent, or his credit man, could have gone to Scranton, given notice to the sheriff or the constable who was holding the sale, that possession of those particular goods had been obtained by fraud, and the contract would therefore be rescinded and the goods taken back. That position would have been legally sound, the goods would have come back to you and your claim would have been cut in half.

Readers hereof might do well to remember this, for it is a very useful principle of law. If you sell somebody on credit, under representations as to his finances which turn out to be false, you can call the deal off, even after the goods have been shipped to and received by him, and take them back, always provided they are still in his possession. If he has sold them and they are in the possession of an innocent third party who has paid value for them, they cannot be taken.

But all this will do these correspondents no good. What are their chances now? For one thing, they can have their customer arrested for obtaining merchandise under false pretenses. Under a long line of cases, the making of false statements about one's finances, with the intent of obtaining credit, constitute, if successful, a criminal offense. This is the law all over the United States. I remember quite a recent case decided by the Appeal Court of Pennsylvania. It impressed me at the time. Two men out in Lawrence County went to a farmer near New Castle one day and wanted to buy two cows. They said they were in the butcher business in New Castle and owned certain real estate there. They even told who they bought it from. They said they had plenty of money and were all right in every way. The farmer agreed to sell them the two cows for $90, of which they paid $2 as a deposit. A few days later they sent out a man to get the cows. For the balance of the account he gave a check signed by both partners. The farmer was busy with his crops and didn't deposit the check for a few days. When he did deposit it, it was returned marked not sufficient. Investigation showed that the two butcher gentlemen were frauds, and the farmer had them arrested. After a hot fight they were convicted and sentenced to jail. They appealed, but lost in the higher court, which said there was plenty of evidence that they had intentionally made false representations regarding their finances, for the purpose of getting property on credit.

Both this case and the correspondents' case are typical of many hundred that are reported in the case books. They all sustain the view that the remedy in such case is the rescinding of the sale, and, where possible, the retaking of the goods; and also the arrest of the author of the false representations.

We can get an army by drafting men; we can raise money by taxing men; but we can make friends only by serving men. The United States Department of Labor is the great friend maker of the Government. It wants to help every employer, wage earner, and consumer. It is helping thousands and thousands every week right now.—*Roger Babson.*

According to *"Tobacco,"* in order to raise money for smokes for the boys "over there," a member of the Elks Club of Miles City, Mont., donated a steer to the club. The club killed the steer, sold the beef for one dollar a pound to patriotic citizens, and realized $646.30.

Cigarette Exports Continue to Gain

Washington, D. C.

AN increase of $3,000,000 in the exports of cigarettes during the first eight months of the present fiscal year, as compared with 1917, will be shown when statistics now being compiled by the Bureau of Foreign and Domestic Commerce, Department of Commerce, are made public. This increase is due, in great part, to a suddenly increased appetite for American cigarettes in countries which heretofore have taken but an insignificant portion of our exports.

The total for the eight months of this year makes a new high record, with 5,012,134,000 cigarettes, valued at $9,405,672. Exports during the corresponding period of 1917 amounted to 3,335,436,000, worth $6,169,175 and for 1916, 1,539,125,000, with a value of $2,484,371.

The Straits Settlements and Siam, it is feared, are reverting to their former state of uncivilization or else are playing a dirty trick on us by buying their "smokes" elsewhere, for those are the only two countries to which our exports are decreasing; all the other countries are using more yearly.

The reformation of the Straits Settlements is sudden, for last year they used more American cigarettes than the year before. In 1916 we sent over 424,326,000, valued at $607,658, but increased the amount in 1917 to 723,305,000, valued at $1,052,807, this year sliding back to 664,774,000, worth $916,302.

A like condition exists in Siam, where the imports jumped from 107,000,000, valued at $206,501, in 1916, to 152,910,000, valued at $282,327, in 1917. In 1918 the imports fell back to 125,250,000, with a value of $203,913.

China, however, continues to increase its substitution of cigarettes for "hop." Jumping from a mere 801,349,000, worth $1,287,059, in 1916, to 2,193,727,000, worth $4,279,862, in 1917, she kept up the good work, the total for the first eight months of this year being 2,899,581,000, with a value of $5,235,620.

Panama, also, is fast becoming civilized, after a little backsliding last year. While the 1916 total to that country was 46,919,000, worth $85,423, the 1917 total was but 40,859,000, with a value of $97,929, the increase in price making up for the decrease in quantity. This year, however, both value and quantity have increased, the former to $148,274, and the latter to 53,421,000.

The unspecified countries, however, will receive the prize for increased imports. Beginning with a mere 159,531,000, valued at $297,730, in 1916, they picked up a total of 224,635,000, worth $456,250, in 1917, and then stepped on the accelerator for a total of 1,269,108,000, with a value of $2,901,563, thus far this year.

C. L. L.

Tobacco Growing in Switzerland

United States Consul at Geneva, H. W. Haskill, in a recent report stated that Switzerland produces a small quantity of tobacco, but the authorities have raised the question of suppressing its cultivation at this time on account of the great demand for the more necessary products that could be raised.

The planters of Broye, the center of the industry, have protested against this measure, even if the Government gives them indemnity for the suppression of the planting of tobacco.

The little village of Montbrellon, near Broye, raised last year $12,000 worth of tobacco. The price obtained for this tobacco was from $27 to $30.50 per 100 pounds, as compared with the former price of $6.50 to $7 per 100 pounds.

The Canton of Vaud produces most of the tobacco grown in Switzerland, the average crop in this Canton for a period of five years being 528,000 pounds, sold at an average price of about 7 cents per pound. The average crop in the Cantons of Berne and Fribourg, the only other Cantons producing any tobacco, was 102,000 pounds.

Tobacco Licenses for Cuba and West Indies Only

Washington, D. C.

THE War Trade Board has announced additional import restrictions, and states that no import licenses for shipments made after May 13, 1918, will be granted for articles on the new list, except as specifically provided for in the announcement. These provisions authorize the importation of the specified articles only when the goods originate in one of the countries designated in the particular provision covering such article, and do not permit the importation of goods originating in other countries, but coming through such designated countries.

Licenses for tobacco leaf will be granted only for shipments coming from Cuba and the West Indies. All outstanding licenses to import tobacco leaf from any country from which, under the above announcement, licenses for such article will not be granted, are to expire and become void unless ocean shipment is made on or before May 13th.

Canadian Imports to be Restricted

THE war has drawn the Canadian people and the people of the United States closer together. Before we entered the great conflict, thousands of our men crossed the borders, joined the Canadian volunteers and were killing the rabid Huns long before the first draft called our stalwart sons to defend Old Glory.

What has that to do with tobacco? Nothing perhaps, but we just read the news from Ostend and Zeebrugge, and we are smoking one of those good Philadelphia cigars, that beat the world for quality at the price, and reading a favorite exchange *"The Canadian Cigar and Tobacco Journal,"* of Toronto.

The *"Journal"* says in part: "Canada's financial position has at last compelled the Dominion Government to take some action to secure a readjustment of the trade balance with the United States, which has been strongly against this country, and it has been decided that a curtailment of importations of what may be considered non-essentials must be enforced as a partial remedy, at least, for present conditions. In addition, the Government will very probably levy an internal revenue tax on articles produced within the Dominion.

"The situation has become acute of late through the operation of several abnormal factors, such as the disorganization of transportation and the subsequent check on exports from Canada, the enormous increase in imports from the United States due to heavy purchases of raw materials and the effects of the credits which Canada is granting Great Britain to assist in procuring supplies for the prosecution of the war. Canada had a favorable trade balance for the year 1917 amounting to over $588,000,000, which, in the ordinary course of events, should have resulted in a favorable rate of exchange, but there was an adverse trade balance of $400,000,000 in her dealings with the United States, and she is having difficulty in settling this debt on account of the fact that she has given credit for a large proportion of her sales to Great Britain. The condition is reflected in the fact that at the time of writing, New York funds are quoted at 1 17/32 premium bid, and some remedy must be found.

"The Government is up against a very serious proposition, as they have lost a very large revenue through the enactment of prohibitory legislation, and if they do not get revenue from customs duties, they must devise other means of raising it. A difference of opinion exists in the trade as to the probable action. It is pointed out that the imports of cigars have fallen off very materially during the past few years, with a consequent material reduction of revenue. There is no possibility of any action being taken looking toward a check on the importation of raw material, and the volume of imports in the tobacco trade is not really such as to make a great deal of difference in the budget.

"For the fiscal year ending March 31, 1917, the total imports of tobacco, manufactures of tobacco, pipes, etc., were valued at $1,554,100, on which duties were collected to the amount of $971,573.10.

"The latest reports from Ottawa are, however, to the effect that the tobacco trade has not been considered as coming within the scope of the operations with which the War Trade Board has been entrusted. The whole scheme has for its object the curtailment of the consumption of certain commodities which may be regarded as luxuries. Cigars and tobacco have been classed as necessaries for a very large section of the population, and it is authoritatively stated that they will not be included in the list of articles importation of which may be restricted."

Federal Trade Commission After Gold Leaf Men

Washington, D. C.

BUSINESS men are interested in the complaint filed by the Federal Trade Commission against the United States Gold Leaf Manufacturers' Association and the firms composing its membership, charging undue enhancement of the price of gold leaf in the United States and the maintenance of this enhanced price through agreements, understandings and concerted action. The members of the association produce and sell the greater portion of the gold leaf used in stamping manufactured articles, containers, etc., and for lettering windows, and decorative and other purposes, and represent a majority of the concerns engaged in the industry.

It is charged that the respondents, by agreement, pool their surplus products and export them, selling this surplus abroad at a less price than it is sold at the same time in the United States, assessments being made to cover losses on these foreign sales when they are made below cost. The effect of this practice is to curtail the supply for the domestic market and restrain the competition which naturally would result within the United States from the competitive sale of the surplus production, it is charged, the effect being injury and detriment in competition and to the public, and in aid of the control and enhancement of prices by the respondents.

Fifty individuals and firms are included in the complaint, in addition to the United States Gold Leaf Manufacturers' Association, the principal offices of which are in Brooklyn, and its officers, consisting of Robert E. Hastings, of Philadelphia, president; F. W. Rauskolb, of Boston, vice president, and Frank H. Scardefield, of Brooklyn, secretary.

The Art of Making Sales in a Cigar Store

By Frank Farrington

(Author of "Talks by the Old Storekeeper," "Store Management—Complete," etc., etc.)
(All rights reserved.)

How to Get on with Customers

CHAPTER III.

YOU might say that there are about as many ways of getting on with people as there are people to get on with.

Every individual does need a little different treatment and it is an art to know how to handle them all, but it is an art that any cigar salesman can acquire to some degree.

One of the simplest ways of getting on with people is by keeping your mouth shut. The man who can remember to say nothing when he can say nothing that will please his hearers is pretty certain to get on famously.

But that is not all there is to it—just to get on without making enemies. That will not make any sales or produce any direct business.

What we want to know is how to get on with people while inducing them to buy goods.

The salesman must keep his temper at all times. Anyone who cannot do business without getting mad about it has no right trying to sell goods. To get mad at a customer, no matter how great the provocation, is to lose that customer almost certainly.

It is aggravating to have to take the accusations, almost insults, that sometimes come from disgruntled buyers. At times they amount to more than we would think of passing over unnoticed if they came to us out on the street.

Of course, that sort of thing is more or less humiliating to a man's pride, but then many things that are humiliating to our pride will not do us any real harm, and the man who wants to sell goods will have to pocket his pride a good many times.

A man comes in to buy a pipe and tells you that by sending to some mail order house he can get for sixty-nine cents just such a pipe as you ask him to pay a dollar for. You take the description as he gives it to you of the pipe he is thinking of sending away for. You compare it with your corresponding pipe and show him the difference in bowl, stem and mounting. You tell him that your pipe is a higher grade pipe than the one he has seen advertised. He listens to all that you have to say and when you are through he says, "Well, I guess I'll send away. Of course, your pipe is all right and you claim a good deal for it, but these other people say they make their own pipes and guarantee them, and of course you don't make yours and you have to take somebody's word for what is in the stock."

That is the culminating point with a good many salesmen. They go up in the air right there.

With the hundred-point man that is where he gets his second wind and begins again. He sees that he must first of all prove the advantage of his own responsibility over that of the house at a distance. So instead of telling the customer to go to the seventeen blue blazes and buy his pipe, and thereby making him so mad that he will never come inside of the store again, he smiles and starts in to lay the foundation that will serve as a basis for future business even if it fails to land this sale.

The man who can keep his temper under all the trying circumstances that come up in the work of the cigar dealer has something to be proud of. He has made a large beginning on successful salesmanship.

Next to the salesman keeping his own temper, it is important that he see that the customer keeps his. There are a good many men of the sort that can be sufficiently exasperating themselves to make the angels weep and yet they never turn a hair. To make a customer mad loses him just as surely even though you keep your own temper.

Learn to control your temper, even if it makes you appear like a dummy at times and humiliates you more than you think you ought to be called upon to endure.

The ability to remember the names of customers is of inestimable value in making it easier to get on with them.

You know how you yourself feel if you are called by name when you enter a store, particularly if it is a place where you are not in the habit of trading and did not realize that they knew you there.

It gives your visit added importance in your eyes and it makes you wonder why you haven't patronized that store before.

This trait of humanity is one that salesmen ought to play upon. You ought to learn the identity of as many people as possible among those who are possible customers of the store. You ought to be able to call by name every regular customer and you ought to do it.

It is just as easy to say "Good morning, Mr. Brown," as it is to say merely "Good morning," and it makes a good deal of difference with Mr. Brown's attitude. This is not imagination. As I said before, you know how it is and if you don't, shop around a little till you do.

Some business men have reduced to a fine thing the art of getting on with people in the store, although they could not make a friend when off duty if life depended upon it. They think that so long as they are pleasant and agreeable with everybody who comes in to buy from them, it does not matter how they treat them at other times.

People are not slow to see through such an attitude and they resent being treated well when they have money to spend and otherwise when there is nothing at

(Continued on Page 20)

Another Letter From Our Soldier "Over There"

SPRING seems to have arrived. The trees are flowering, bushes of a flowering nature have begun to show blossoms, the air—in the middle of the day—is soft and balmy; here it is the middle of March.

Odd sights continually appear as explorations are continued. Business streets now pass through the ruins of mediaeval cathedrals. Over a bedroom window hangs a precarious gargoyle. A buttress juts out into the street. A concierge's apartment is built into the lower part of one of the great square towers; a tin stovepipe vomits smoke over a doorway arch. To the top one ascends by a circular stone stairway, which seemingly defies the laws of gravity. Here one sees the remains of a great wooden horse, from which once hung the chimes. In another tower across the street and further on, is another little apartment stuck in a niche of the broken masonry—with a tiny store below. An illumined clock in the apex is an addition for the benefit of modern nights.

The lady motorman is a novelty which might "go" in America. She makes all stops and doesn't run by. Signs will doubtless appear in due course: "Do not kid the conductress—at least "defense" something or other in the connection.

"You will eggs" says Mme. ———, the pensioness, to a "malade" officer—confined to his room—I fear Madame is studying English. "I suppose," "If you will," she has mastered nicely; and, it is noticed, they fit in most anywhere.

American offices may be found in old barracks built back in the seventeenth century. Where soldiers once slept are now clattering machines, with doughboy typewriter girls. Ancient gun racks and the hooks in the walls still remain. Cleaned, patched and painted, with grocery store stoves in the place of opened windows, to catch Sol's rays—you'd never know it was the same old place.

Laundries have their advantages here. It is always a good gamble on whether or not you get back the same number of pieces as sent—not to mention the identical stuff—it's got roulette skinned. Bet on odds or evens.

In the old part of town the walks vary from eighteen inches to two feet, frequently running into a point with the wall. The stone-paved streets are utilized by donkey carts, pedestrians, trucks, motorcycles, miscellaneous vehicles and other animals. Bicycles do a great business.

Every kid in town will say: "Good morning" or "Good afternoon," or both, to you—without regard to the time of day—and then ask for a "sour." The little beggars! Of course, all Americans are rich; and prices, for some reason, are not low.

It's a big job for the fellows overseas to attempt to write all those exacted promises. Besides, there isn't much, really, of vital interest to write—right here; and if there were, it couldn't be written anyway—so there you are. As a matter of fact, if they only knew, a lot "back home" wouldn't be putting any hero stuff in the letters to a lot of us here in the rear. 'Way back—and in comparative luxury with the situation of the boys who are actually stickin' Bosches; lower case "b." It's a bit humiliating, when we take a survey, to think that we aren't where there's something doin'; but more 'n one 'd be, perhaps, but little good; even, like enough, "always in the way."

"Goodbye" was the universal salutation of the kids when we first came—I forgot to mention before, but they seem now to have learned it was inappropriate.

Chickens, of the egg-laying variety, one occasionally sees in city squares and many a walled garden conceals a hen roost or pigeon cote. Wonder if old Balzac doesn't occasionally find an egg at his granite feet.

A group of—are they gypsies—have camped for the winter along a beautiful quai. Sunday's warmth opened the canvased and boarded wagons and sideshow stands. Fortunes were to be told or candy might be won if the wheel stopped on the color on which you laid your sou as the dark-skinned tender gave the wheel a whirl. Baby rifle ranges and various ignoble copies of Coney features broke life's monotony for a varied lot of customers—for many a far-off tribe forgotten has been enlisted in the Great Argument.

For Honour and for Her.

Somewhere a woman, thrusting fear away,
Faces the future bravely for your sake;
Toils on from dawn 'till dark, from day to day;
Fights back her tears, nor heeds the bitter ache;
She loves you, trusts you, breathes in prayer your name—
Soil not her faith in you by sin or shame.
Somewhere a woman—mother, sweetheart, wife—
Waits betwixt hopes and fears for your return.
Her kiss, her words, will cheer you in the strife
When Death itself confronts you, grim and stern;
But let her image all your reverence claim
When base temptations search you with their flame.
Somewhere a woman watches, thrilled with pride.
Shrined in her heart, you share a place with none.
She toils, she waits, she prays, 'till side by side
You stand together when the fight is done.
Oh keep, for her dear sake, a stainless name—
Bring back to her a manhood free from shame.—*Anon.*

Old "Anon" is the author of many a little verse. Many a poet finds his way under the Flag. And many a man, who doubtless never saw this bit of rhymed advice, has made his resolve, and keeps it. For the war changes many a character and reputations are marred—or made.

Luncheon at the pension—now a mile and a half from work—through the open window comes the clangor of bells—bells of this and that church. The reason—the daughter of a grocer is being married today. Madame remarks it costs dear to have the bells—probably—a hundred francs, she says. Old H. C. L. is still here.

Solid, or semi-solid will be the desert for dinner? There's a franc on it. Apples or nuts, or both; or other—is the luncheon bet. The odds are ten to one on the apples and nuts which are as inseparable from French tables d'hote as one Siamese twin from the other. But for dinner, once in a long while we get a change from stewed prunes or stewed apricots or the like and have an approach to apple pie or a spineless chocolate pudding.

The president of a well-known electrical supply company has a good voice and we have a little concert in Madame's "salon" while waiting for the cafe. Occasionally we get an American song.

Sunday.—Sunday is a holiday here as well. On the narrow gauge trolley which runs to ————, famed for its product, run cars in threes an hour apart. The Coney rush is here also. On the tops is the overflow of American soldiers. The last car returns at 8.40. The cafes close—as does every store—at 9.30 and the town turns in. Good night!

Motor Trucks to Help Tobacco Jobbers

WHOLESALERS and jobbers of tobacco are interested in the work being done by the highways transport committee of the Council of National Defense to save waste in transportation by providing a system under which merchants who use motor trucks to transport their products to other cities may secure loads coming back. This system is already in successful operation in Connecticut, and is being extended throughout the country.

"Very considerable quantities of merchandise and material of all kinds are now being carried by trucks operated by private concerns in their own businesses and by motor express and haulage companies," declares the committee. "In a majority of cases, however, these trucks, after delivering a load, return empty, whereas there are shippers who would be glad to avail themselves of the opportunity to send a load back on such a truck to its home town if they knew it was going back empty. On the other hand, the truck owner would be equally glad to secure a return load because the charge made for hauling it would reduce his own haulage cost."

To bring shipper and truck owner together is the aim of the committee, to be accomplished through chambers of commerce and similar organizations by the establishment of return-loads bureaus—an information department to act as a clearing house for this particular purpose.

"Shortage of railroad cars and locomotives created a shortage of coal during the winter," it is pointed out. "Lack of coal slowed down production of steel, which in turn delayed ship construction. Insufficient coal for bunkering ships created a critical congestion of freight in Atlantic port terminals and in railroad yards hundreds of miles inland. A certain part of this congestion was due to short-haul shipments of freight within cities and originating in near-by points, ten, twenty or fifty miles from the cities. Much of this short-haul freight can be carried on the highways by motor trucks. It can be picked up at the door of the shipper and delivered at the door of the consignee, entailing only two handlings. It can be delivered the same day as shipped, whereas the same shipment by rail would require several days, if not a week or more. And the shipment can go forward by motor when a rail freight and express embargo precludes shipment by rail at all."

A return-loads bureau can be established by a chamber of commerce without creating any legal liability to the shipper or assuming any other responsibility, it is asserted. The function, pure and simple, is to advise the shipper where and when a truck can be obtained to haul his goods and to advise the truck owner where a load can be obtained. It is left entirely to the shipper and the truck operator to make their own agreement as to the rate to be paid for haulage, liability of the truck owner or driver for safety of goods in transit, and so forth.

Motor express lines already are operating on daily schedules between New York and Philadelphia, between Hartford and New York, and between Boston and Hartford, making a chain from Boston to Philadelphia. More or less regular service is being maintained between the latter city and Baltimore, and trucks can always be obtained for transportation between Baltimore and Washington.

So successful has this mode of transportation been found that the Post-Office Department is installing a number of motor routes between the principal cities to handle parcel post matter. Chains of such routes are to be created to cover every important city east of the Mississippi. The great increase in the number of good roads throughout the East, and the successful trips of Army truck trains from Detroit to the coast in the middle of a severe winter, have been great incentives to the use of trucks and a number of manufacturers, unable to secure sufficiently rapid service from the railroads, have undertaken to get their goods to the markets in this manner.

C. L. L.

Reports from Cincinnati are to the effect that six-cent cigars are "selling" well. Evidently the merchants of Cincinnati appreciate the fact that the national advertising which brings the customer in for a nickel cigar needs a little personal salesmanship to get him to pay six cents for it.

It is not necessary for a cigar dealer to carry a large stock, but it is necessary that he has a carefully chosen stock that will cater to the variety of tastes that the average cigar dealer comes in contact with. Brands advertised in trade papers are always worth careful consideration.

Problems Confronting Our Tobacco Exporters

Alfred Thomas Marks

WITH a foreign trade rapidly mounting toward the eighty million dollar mark annually—a business built up largely within the past five years—it would seem to be but the exercise of ordinary business foresight for our tobacco growers and manufacturers to take the necessary steps to insure its permanency and continued growth.

In order that we may better appreciate the robust proportions attained by our foreign trade in leaf and manufactured tobacco, a brief glance at the following figures, just available at the United States Bureau of Foreign and Domestic Commerce, in Washington, will prove illuminating:

Tobacco, manufactured (leaf):

Exported in Feb., 1917.	Exported in Feb., 1918.
$1,872,479	$5,151,767
8 mos. ended Feb. 28, 1917.	8 mos. ended Feb. 28, 1918.
$45,537,885	$35,785,992

(Decreases of over $12,000,000 in exports to France and England in the eight months preceding February 28, 1918, due to war conditions, account largely for the falling off in total exports of leaf tobacco.)

Tobacco, manufactured (cigarettes, cigars, cheroots, plug, smoking and all other):

Exported in Feb., 1917.	Exported in Feb., 1918
$1,459,740	$4,902,044
8 mos. ended Feb. 28, 1917.	8 mos. ended Feb., 1918.
$14,694,000	$20,939,471

Without attempting to minimize in any degree the importance of the crisis through which our foreign trade, as well as that of all other nations, is passing—and it must be admitted that abnormal conditions prevail everywhere—it nevertheless would seem to be the part of wisdom and in conformity with our best trade-wining traditions to adopt the necessary measures without further loss of time to approximate our chances in the competition which will make the period immediately following the war the fiercest contested in the history of world trade.

Taking a careful survey of conditions—not as they exist today, in the present abnormal status of world trade, but such as we will be compelled to meet in the post-war trade reconstruction—two facts are borne in upon us which demand the serious and immediate attention of all United States tobacco producers who are interested in foreign trade or who anticipate a widening of their market in the years to come. These outstanding facts are (1) that we are in no condition to meet such competition as will be forced upon us with the close of hostilities, and (2) that we are not, in any appreciable degree, taking the necessary steps to fit ourselves and our industry for the commercial race we must enter when the now-warring European nations lay aside their arms and the workers don their working clothes again.

The point should be emphasized as of vital importance to our tobacco-producing industry that we are the only nation at this time so conditioned that we can go ahead and make and consummate our plans to keep and push our trade after the war ceases. But it is a fact that we are not doing this—which means, if it means anything, that we will start in the coming race for foreign business neck-and-neck with the world, with no advantage which the other tobacco-exporting nations do not possess. As a matter of fact, it really means that our tobacco producers will be at a decided disadvantage, for do not overlook the fact that when this race starts the big European countries will have prepared themselves to the best of their ability, and will have matured working plans, where we are allowing ourselves to be "tied to the post," so to speak, by our former free lance methods and some rather fallacious ideas we have that "we will get the business anyway."

Why not wake up, and lay our plans for the trade battle now? Why not take advantage of the opportunity which is now ours to strengthen our lines, so that at the crucial moment we will be in position not only to go "over the top," but to keep the ground we win?

How shall we plan our after-the-war campaign for foreign trade? What shall we do? How shall we do it? These are the important problems now confronting our tobacco exporters.

A highly placed official of the United States Department of Commerce, when asked by the writer a few days ago what in his estimation is the most important consideration at present involved in our export trade, and to insure its after-the-war permanency, replied that it was, beyond the shadow of a doubt, organization. He elucidated his views by saying that our exporters, no matter in what line of industry they are engaged, will never come into their own in the large way to which they are entitled until they go after the business collectively and with the force and effectiveness of an organized body. Our successes, said he, have been won entirely through the efforts of individual firms and concerns which have pushed out courageously into other countries and other continents. He pointed out that our more important industries should follow the plan of organizing for the cultivation of foreign trade which has won so much for the European countries, each line of trade having its own organization or association.

The Webb law, which is now on the statute books, is designed to cover exactly this phase of our foreign trade and permits organizing to secure foreign business. Prior to its passage, as is well known, our exporters hesitated to combine for this purpose, fearing that they would thereby violate the Sherman restraint-

of-trade law, and be liable to the heavy penalty provided.

Following out the plan in successful operation in Europe, our tobacco manufacturers who are interested in foreign trade could form an export organization, called by whatever name they choose, and make it their purpose and object to thoroughly investigate the world markets by sending representatives to the various countries and in divers other ways. These associations are not selling organizations in any sense, but operate in a non-competitive way for the purpose of gathering essential foreign trade information.

It has been suggested that the same results could be secured—in a limited way, of course—by our national trade bodies, such as the Tobacco Merchants' Association, creating a division or section for foreign trade, which would function somewhat after the plan above detailed, concentrating on the cultivation and building up of our business abroad.

It is beyond dispute that the one big essential to put a permanent foundation under our tobacco foreign trade is organization and a pull all together. But there are others. There's the matter of delivery, or rather transportation. When I mention deliveries I have in mind the difference between the methods followed by several prominent tobacco exporting nations and those of the United States. For a number of years prior to the war, and to an extent since the war started, it has been the custom of the larger exporters in tobacco-producing countries to keep at convenient points in foreign countries fairly representative stocks of tobacco, manufactured and unmanufactured, in warerooms, in charge of a manager with one or two salesmen. These stocks were added to constantly and steadily replenished, and the warerooms in no wise differ in scope and purpose from the stock rooms of the home factory, where the goods are produced. They do not sell to the retailer, but are for the purpose of keeping the wholesaler supplied.

In some cases which have been brought to the writer's attention these stock rooms are not sole agencies of a single manufacturer, but several manufacturers in non-competing lines of tobacco products conduct them jointly, thus dividing the expense of maintenance. Now, contrast this way of doing business with that of the United States. It works out something after this fashion: A wholesaler in one of these foreign countries requires a lot of cigars or smoking tobacco, and he gets them in a few hours, or in a few days at most, of one of these distributing centers; he knows what he is buying and what he is paying. If that same order be placed with a United States manufacturer the merchant must know just where to locate the particular grade of tobacco he desires, ascertain the price, whether in stock for immediate shipment, wait two to six weeks for his order to reach the agent and a like length of time or longer for the shipment to reach him, if the goods are shipped on the day the order is received (which frequently they are not), go through a troublesome routine of insurance, customs, and tariff details, pay cash, risk loss from bad packing, and take the chance of finding, after all this delay and annoyance, that the goods shipped are not in accordance with order. That's a pretty gloomy picture—but frequently borders closely on the truth.

Of more than ordinary importance, too, in the clinching of our foreign tobacco trade so that it will stay clinched is the matter of transportation—a mighty big subject now, and to be a bigger one at the end of the war. For we must deliver the goods, deliver them satisfactorily and with reasonable promptness, otherwise why concern ourselves with plans and policies to sell the goods?

The attention of our tobacco manufacturers and exporters is called to the very important point that even if our shipping facilities are restricted now, on account of the war, with the cessation of hostilities we will have right here in our home harbors, with steam up, ships enough to serve the commerce of the entire world. These are the vessels now being produced by the United States Shipping Board and Emergency Fleet Corporation. Worth mentioning, too, is the apparently Utopian, yet practical, idea of one of the officials of the Bureau of Foreign and Domestic Commerce that we must find jobs for the army of airplanes we are producing, once their part in winning the war has been accomplished. He ventures the suggestion that as freight carriers we could find not only a highly profitable work for them, but also for the thousands of aviators we are training. The suggestion is at least worth considering, especially as it might apply to our trade in the western hemisphere.

THE CANNY SCOT

Sandy and Alec were on board ship when a terrific storm arose. Finally, the crew took to the boats, but all of them were swamped except one, in which these two were alone. The storm continued and the outlook was dark, so they betook themselves to prayer, turn about. At Alec's turn he confessed that he had been a good-for-nothing, a drinker, a good-for-nothing drinking rascal; but if the Lord would only let him get ashore this time he would never take another——

"Alec, mon, be carefu'," Sandy here broke in. "Dinna comeet yersel' too far, for I do be thinkin' I see land."

FROM THE TRENCHES

The following skit was sent to the Vancouver *Daily Province*, by a Canadian soldier at the front:

"Humping it here in the dug-out,
Sucking me black dudeen,
I'd like to say in a general way
There's nothin like nickyteen;
There's nothing like nickyteen, me boys,
Be it pipes or snipes or cigars;
So be sure that a bloke
Has plenty to smoke
If you want him to fight your wars."

Enemy Leaf to be Sold at Private Sale

Washington, D. C.

UNDER Executive Orders issued by the President, the Alien Property Custodian has been authorized to sell at private sale several lots of tobacco now in the custody of the United States. The sales will include 105 hogsheads, the property of Ad. Hagens & Company, Bremen, Germany, taken off the German bark "Metador" and now stored in the General Stores at New York, under the control of the Treasury Department; 20 hogsheads, the property of W. F. Fallenstein, Bremen; 50 hogsheads, the property of Schilling & Burning, Bremen, and 30 hogsheads, the property of Warneken & Sohn, Bremen, all taken from the "Metador."

In the orders authorizing the sale of this tobacco, the following reasons were given for providing private sales:

"The property described is not customarily sold and cannot usually be sold to advantage either at public sale after public or other advertisement, or at the place where such property, or the greater portion thereof, is situated.

"The United States Government having assumed jurisdiction and control over the docks at which it would be necessary to conduct the public sale of the property described, if public sale were required, and by reason of the congestion of the said docks and the immediate necessity for space thereon, further detention of the said property, which would be rendered necessary by the delays incident to public sale thereof, is impracticable and inadvisable.

"Unnecessary expense, delay and inconvenience may be avoided."

The sale may be made in one or more lots and may be conducted at the place where the property is situated or elsewhere, and upon such terms and conditions as to the Alien Property Custodian, or his duly authorized agent, may seem proper.

C. L. L.

The Man with One Pipe

THE man who calls himself a pipe smoker and who has only one pipe, has a great deal to learn. The least number possible for comfort is three, and our present complement is four. One briar poker pipe with a straight stem, one large bowl briar with a deep curve, one old briar bowl with an apple wood stem, and one Missouri cob. This would make a fairly complete outfit with a pipe with a red clay bowl and a long red stem, like a church warden.

Never get into the vice of having a favorite pipe; more things than pipes have been spoiled by too much affection, so do not continue smoking a hot pipe until the increasing heat chars it, too freely. Sit down; stop thinking; thinking, except about nothing, is a bar to a good smoke.

Fill your pipe with any tobacco that the Government has not commandeered, and fill it to just below the brim, never above it. Smoke slowly and seriously, allowing one match to a pipe full of tobacco. The man who allows his pipe to go out, will never be more successful as a smoker than the merchant who allows his bank account to be overdrawn.

If, through no fault of your own, the pipe does go out when the tobacco is half consumed, clean it out, stem and bowl and refill it. Before we found this out, we burned up a Christmas gift French briar, with a gold band and our initials handsomely engraved on it, by drawing an open flame against its half exposed interior.

As to coloring a meerschaum, every young pipe smoker has colored one, but only a blinkety blank fool ever colored a second one. The Goddess Nicotine planted the briar root and the devil spat out the lava.

As to your tobacco, there is tobacco that bites like a serpent and stingeth like an adder, and there is tobacco that is full of pipe dreams that sustain and soothe. If you have ambition enough and sense enough, you will learn in time how to make your own blend. Take, for instance, the light and fragrant brand, and the close fibre plug cut, a few Turkish cigarettes and one good Havana cigar, blend them, and be happy.

Adapt your tobacco to your constitution, occupation, and digestion. You may get more satisfaction from a bag of Havana clippings from Lancaster County, that from the expensive blend with a gold label. That is a digression, but there are three essentials, the pipe, the tobacco and the match. Many a good smoke has been spoiled by a bad match; the man who has wasted a half dozen foreign matches trying to get a light is in no mental condition for a good smoke.

Perhaps the most important feature of pipe smoking is that there is a time to smoke, both for the sake of the pipe and the sake of the smoker. Putting aside the question of excessive smoking, for one man's excess is another man's famine, the best gifts of nature become evils if too freely indulged, and the experienced man, the epicure of tobacco, will often wait until he is happily hungry for a smoke.

All advertised brands are worth consideration. No manufacturer can afford to spend money for advertising if his brand will not stand the test of the consumer.

If a cigar dealer is sufficiently convinced of the merit of a brand to put it in his case, then he ought to have enough business acumen to get behind that brand and *sell* it.

To The Men Who "Roll Their Own"

TAKE a good look at your little white sack of the makings—"BULL DURHAM" tobacco. For we are going to ask you to part with good old "Bull" for a time. He has enlisted. He has gone to the front to help win the fight over there—every single sack of him.

The Government has asked for the entire output of our "BULL DURHAM" factories, and what the Government asks we all give cheerfully.

The millions of sacks of "Bull" we have been sending abroad have not been enough. We must give ALL to our men at the front—36,000,000 sacks—2,000,000 pounds—100 car loads every month.

So, with your own hands, roll yourself a cigarette of "Bull"—carefully, thoughtfully, just the best cigarette you ever rolled; and while you smoke it, THINK.

There is only *one* thought you can think—it is this: "If the boys over there need *my* 'makings' they're *sure* welcome. Here's to them and good luck. And may every little bag carry its inspiration of hope and courage."

And if you have sentiment, just save the round white tag of your last sack and hang it up in memory of good old "Bull". For you will be proud to know him when he comes back—as he must come soon—covered with medals of honor for service.

Percival S. Hill *President.*

THE AMERICAN TOBACCO COMPANY

NEW YORK

The "Making's" of a Nation

The Art of Making Sales in a Cigar Store

(*Continued from Page 13*)

stake. They feel, properly, too, that they are being treated well merely for what there is in it.

It is a mistake to let people find out that all you care about them is for their money, and it is a mistake to feel that way. If that is all the humanity you can scare up, you are to be pitied. If it is not natural, then learn to like people for themselves and don't be crabbed and unsociable outside of business any more than you would be inside. If you are, people will know that your family is to be pitied and mighty few men enjoy knowing that the world feels sorry for their families.

Not every man can be a good mixer, but it is worth while trying. The more friends a man makes outside of business hours, the more customers he will have inside of those hours.

People like to trade with a man they know. It is worth while for every salesman to try to cultivate a personal acquaintance. I do not believe in a man joining church or lodge or any fraternal organization for the main object of helping his business, but I do believe that it is wise for him to mix up with his fellow-citizens in all sorts of public matters and to show a friendly spirit and a helping hand whenever chance offers.

That sort of thing will make it easier for a man to get on with people. It will teach him how to do it.

(*To Be Continued*)

Climate and Soil of Japan Favors Tobacco Growing

ACCORDING to a recent Consular Report made by William R. Langdon, American Consul at Yokohama to the United States Department of Commerce, American manufacturers are turning to Japan for tobacco to blend with other leaf in making the cheaper grades of Turkish and Egyptian cigarettes. Japanese tobacco is milder and lighter in color and points of test than Turkish or Virginian. Its leaf is very thin, due probably to the damp climate of Japan. Tobacco can be raised in all parts of Japan, excepting Hokkaido and the northeast part of the mainland.

At the beginning of each fiscal year the Imperial Japanese Government Monopoly Bureau estimates the amount of tobacco that will be needed to meet the home and foreign demands during the coming year, and then, through its district offices, apportions to the different farmers and planters the quantities to be grown by them. According to the Japanese Department of Commerce and Agriculture, the following acreage was under tobacco cultivation in Japan during the last three years: 1915, 76,940 acres, yielding 108,513,340 pounds of tobacco; 1916, 72,170 acres, yielding 105,925,150 pounds; and 1917, 66,638 acres (estimated), yielding 94,104,050 pounds.

The foregoing decrease is attributed to the increasing consumption of imported cigarettes and pipe tobacco.

It is estimated that there are at present over 8,000,000 pounds of Japanese tobacco available for export.

Bill Introduced for Fifteen-Cent Piece

Washington, D. C.

TOBACCO men will be interested in a bill which has been introduced into Congress by Representative O'Shaupessy, of Rhode Island, providing for the coinage of a fifteen-cent piece. In presenting this measure, Mr. O'Shaunessy declared that the increased prices which now prevail for many small articles and the increasing use of prices between what were formerly considered standards—ten cents, a quarter, and a half dollar—have made necessary the coinage of some piece which could be used to advantage in meeting this situation.

In the retail tobacco field, especially, the coinage of such a piece will be welcome. Prices of many lines of tobacco, cigars and pipes have been increased during the past year, as well as prices of many other things frequently carried in cigar stores. A line of umbrellas, for instance, formerly carried by a large chain of stores at $1 are now selling for $1.15. Many package cigars and cigarettes sell for fifteen cents, many cigars are sold two for fifteen cents, and customers frequently buy three five-cent cigars at a time. In all such cases, the fifteen-cent piece will be a welcome addition to the list of coins, especially in stores where business comes in "rush" periods.

The proposed coin is to be of silver, the size, weight, composition and design being left to the discretion of the Secretary of the Treasury and the Director of the Mint. The bill has been referred to the House committee on coinage, weights and measures.

C. L. L.

GROWERS OF WRAPPERS

Under Shade

in

CONNECTICUT

FLORIDA

and

GEORGIA

AMERICAN SUMATRA TOBACCO CO.

142 Water Street, New York City

Philadelphia Leaf Market

DURING the past few months there has been a noticeable tendency on the part of prospective purchasers to buy only where they can get time on their bills. As banks are not anxious to extend credit beyond a conservative limit, business is not particularly brisk, despite the fact that there seems to be some old goods to be had.

The trade here has been set back at least two months by the freight and express embargoes, affecting the manufacturer on his incoming raw materials, and also on the movement of his stocks for the jobber and dealer.

The scarcity of binders and wrappers continues, and prices have stiffened perceptibly during the past few weeks, particularly on wrappers.

To illustrate a case in point, about ten days ago there was a scramble by both New York and Philadelphia houses for a lot of twelve bales of 1916 Sumatra wrappers, second size, held by a manufacturer. These bales had gone begging for some time. They had been withdrawn from bond and on that account there was some suspicion attached to the tobacco. The real reason for the tobacco being taken from bond was that some months ago, when Uncle Sam contemplated raising the duty on Sumatra, the original owners became a little anxious and withdrew the twelve bales from the bonded warehouse. And doubtless a lot of other manufacturers did the same thing. The firms who had a chance to get this Sumatra are now kicking themselves at their slowness, especially the New Yorkers. The goods are said to have been landed by a Third Street jobber in this city.

The following lots of tobacco were offered here to jobbers and manufacturers during the past four weeks, at prices given below:

318 cases 1914 Wisconsin B's, at 33 cts. M/W. net cash, f. o. b. cars Wisconsin.

400 cases 1916 Pennsylvania Filler B's, at 34 cts. A/W. cash less 2%, f. o. b. cars Lancaster, Penna.

26 cases 1914 Connecticut Havana Seed Seconds, at 62 cts. M/W. net cash, f. o. b. cars Philadelphia.

444 cases 1916 Lancaster County Pennsylvania Broadleaf Wrapper B's, at 42½ cts. A/W. net cash, f. o. b. cars Lancaster, Pennsylvania.

200 cases 1916 Gebhart Fillers, at 30 cts. A/W. f. o. b. cars Ohio.

500 cases 12-, 14- and 16-inch 1917 Connecticut Havana Seed Tops, at 37½ cts. M/W. f. o. b. cars Hartford, Connecticut, forced sweated and guaranteed sound.

230 bales (Firsts) 1917 St. Clara Havana, at 94 cts. net cash, delivered in New York.

230 bales (Seconds) 1917 St. Clara Havana, at 83 cts. net cash, delivered in New York.

The next three or four months should tell the tale as to whether any money will be made by leaf men this year.

L. Baco.

Lancaster Tobacco Market

RECENTLY circulated reports of a large increase in the tobacco acreage, presumed to have originated from authoritative sources, have been placed under the guillotine by growers in this section during the past fortnight. They declare that the amount of ground devoted to the weed will not be increased in view of the acute shortage of farm labor, and the shortage and high prices of material for building new curing sheds. In fact, some of the growers have gone so far as to predict a material decrease in the acreage.

In the Landisville section, there is still a large quantity of tobacco remaining unsold, because of its being held for twenty-eight and thirty cents. Phares W. Baker reports that he had an offer to buy one hundred acres at twenty-five cents for wrappers.

Purchasers of the 1917 crop on the whole are reported to regard their purchases as good investments. The tobacco has come out free, virtually, from any fatty stem trouble, and the only malady is the weak tips, particularly where too much water was used in stripping. No moldy, or black rot tips have been discovered.

Practically all of the seed beds in the county were sown completely during the past week, and much sterilizing has been reported.

Otto Olsen, representative of the Government, stationed at the Ephrata station, has been elected secretary and treasurer of the Lancaster County Tobacco Growers' Association to succeed the late George Hibshman.

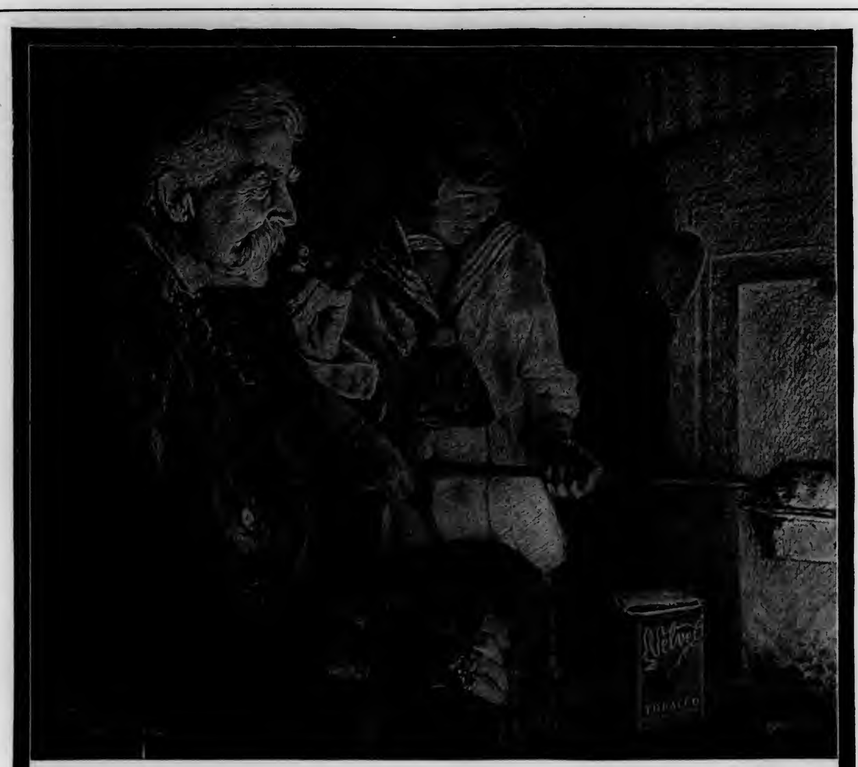
Samuel Seldomridge, one of the most extensive dealers in the county, died this week in his home near Farmersville.

R. G. R.

The Tobacco Salesmen's Association of America, Incorporated, is making plans for a dance to be held on May 12th at the Palm Garden, New York. A Jazz band will be one of the added attractions.

When you want a match to light your weed,
Don't buy a box from a Jap or a Swede,
Light a Yankee cigar with a Yankee match,
One that flames with a single scratch.

G. W. J.



Copyright 1918, Liggett & Myers Tobacco Co.

THAR'S hardly a man so small an' mean
That you won't find him real worth while
If you ask him a "howdye" now an' then
An' smile him a shore 'nuff smile;
An' pass him yo' Velvet neighbor-like—
Why, bless you, the man ain't born,
That friendly warmth won't make expand
Like this here poppin' corn.

He'll mellow right out with the mellowness
That long years' agein' imparts
To the Velvet that warms each cockle there is
In his innermost heart of hearts.
So let's not let any fellow we know
Live friendless an' lone an' lorn,
When a bit of warmth would bring him out
Just like this poppin' corn.

Velvet Joe

THERE'S mellowness in Velvet—a mellowness combined with flavor, smoothness, coolness and mildness.

Nature puts that mellowness into Velvet during two long years of ageing in wooden hogsheads. It's the slow way and the expensive way, but one pipeful of Velvet proves that it's right. Try Velvet today and see for yourself.

Liggett & Myers Tobacco Co.

Velvet Joe's Almanac for the year 1918 is now ready. If you want a copy write to him at 4241 Folsom Avenue, St. Louis, Missouri, and he will mail it to you.

bags tins
1 lb. glass humidors

"Velvet" advertising is more important than ever for the dealer this year. Full pages in the great national weekly and monthly magazines are telling the Velvet story now."

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE 222 PEARL STREET NEW YORK
FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 129 HAVANA

Just the place for TOBACCO MEN

HOTEL LEMARQUIS

12 EAST 31st STREET, (4 doors from Fifth Avenue) NEW YORK CITY

In the heart of the Wholesale District, two blocks from Pennsylvania Station; five minutes from Grand Central Station.

The most central American plan hotel in the city. Rooms with private bath and meals from $3.50 a day, or from $2 a day without meals.

Illustrated booklet and guide map of New York sent on request if you mention Tobacco World. Address John P. Tolson, Mgr.

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Meeting 1st Thursday of each month at Masonic Temple, 310 Lenox Ave., New York.

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Meeting 4th Tuesday of each month at Hotel McAlpin.

"Doin Your Bit"

(*Continued from Page 9*)

somethin' besides the alarm clock wakes you up. I don't care how friendly I've been with a German, or how many games of pinochle we've played in the back room, if he makes a crooked move, not even a good explanation is goin' to save him—I'm a goin' to get him. A lot of them are loyal I know, but we can't afford to take any chances.

"Another thing to choke off is the whisperer who tells you he has heard on good authority that the Liberty Motor is a flivver, airplane production is at a standstill, and that we ain't got enough machine guns to capture a children's hospital. Rumors like that grow with every tellin', and nine times out of ten they start with a lie. Honest, constructive criticism of the government when it is needed, will do a lot of good and keep them guys in Washington right on their toes, but this useless hammering by people who don't know what they are talking about ought to be stopped, not by law, for you don't know where to draw the line, but by sensible, level-headed Americans tellin' them to shut up, and if they don't, why shut 'em up."

"I wonder if Spain is a goin' to get into the war," said the Street Car Conductor.

"I hope so," said the Cigar Clerk, "as a neutral she's a nuisance, with a regular mail line from Vera Cruz to Madrid and then a wireless to Berlin. If she kicks in with the Allies it puts a stop to this line of communication, and also German U-boats can't run into Spanish harbors and stay as long as they like, as they're doin' now against international law. If she sides with Germany too it wouldn't be bad. It would only take a few hundred thousand soldiers to put Spain on the mat, seeing she can be attacked on land from three sides, Portugal, France and Gibraltar, and with the fleets shootin' away on the Mediterranean side it would be Good Night for the fandango boys. Spain is the land of the Bull, gettin' rich from German gold, but scared to death of England, France and us, and as long as she can keep on the fence you can bet she ain't goin' to fall off on one side or the other. There's 80,000 Germans in Spain, who talk Spanish, dance Spanish, eat Spanish—and think German. If they wanted Spain they could flop her in twenty-four hours, but they recognize her value as a neutral."

"Well, I don't see how Germany can hold out much longer."

"I ought to swat you one in the eye for sayin' that. Keep your trap closed if you can't find anything more sensible to say. Germany has five million strong, well-fed fighting men, and to lick her is going to take all our resources and a lot of time. You guys that think the war is going to be over day after tomorrow are the ones who are responsible for the delays that have hampered us. It's no use fiddling around thinkin' that England and France and our boys that are over there now are goin' to do the trick, and that it will be all over in a few weeks, so why worry. We gotta get into this war upon the *certainty* that it will last ten years, and if we go in on that basis we can lick Germany in that many months."

"Well, we're goin' to win any way."

"Sure, but just sayin' so won't do it."

Do you wish to put a tariff on intelligence?

Do you want to levy a tax on education?

Congress does. Your Congress. What! You didn't know about it! Read:

At the last session Congress passed a law which establishes a postal "zone" system for magazines and periodicals. It passed a law increasing the postage on periodicals to you, the readers of this publication, from 50 to 900 per cent. And it did it by re-establishing a postage "zone" system that was abolished by President Lincoln in 1863. Instead of a flat rate, made as cheap as possible in order that there could be a chance for the intelligent consideration of public questions to reach the farthest limits of the country and the most remote habitation on an equal basis, the magazines containing all this discussion and all the best fiction and all the best art must hereafter pay an excess rate like so much fish or canned lobster or fabricated steel.

You are going to buy your education by the pound-mile now. It isn't a free-flowing stream from which all may drink. It has been dammed and its flow checked. Congress did it. If it would bring any increase to the revenues of the country that would amount to anything, it would never be opposed. But it won't. It will drive magazines out of business.

We wouldn't say that the discussion of public questions in the magazines, which sometimes calls attention to the delinquencies of Congress and public officials, resulted in the enactment of this law. We would not say that it is a form of censorship that is really prohibited in spirit by the Constitution, although the law has been so cleverly drawn that it probably cannot be called unconstitutional. We will not say that about it, although we could. We simply call your attention to it, because we don't believe you know it. And further than that, we don't believe you'll stand for it.

Write to your Congressman about it. And demand the repeal of this particular passage.

Brands may come and brands may go, but the real merchant can *sell* any brand of merit, be it known or unknown.

Although the United States has begun to import a much larger volume of Chinese tobacco from Hongkong for special mixing purposes, Hongkong's import of American tobacco is one of the most important items in the American export list. Imports of American leaf tobacco into Hongkong at the present time amount to about 6000 tierces and hogsheads annually, valued roughly at $1,500,000, and representing an increase of about 10 per cent. over the imports of last year. This tobacco is imported almost altogether for the use of a cigarette factory in Hongkong, although a small portion of the trade is with Chinese dealers in Hongkong and in South China ports for mixing with the native product.

For half a century the quality has never changed—except for the better. Consider the protection which such a standard means to you particulary in days like the present

Stick to Cinco—it's safe

OTTO EISENLOHR & BROS. INCORPORATED

DEALERS

There's a Big Demand for

FLOR DE MELBA

The Cigar Supreme

They're quite a bit better than others. All popular shapes.

Sell for 3 for 25c, 10c straight, 2 for 25c, 3 for 50c and 25c straight.

Our national advertising helps you sell FLOR DE MELBAS.

Thousands of satisfied FLOR DE MELBA smokers help you increase your business.

See your jobber now, or write us

I. Lewis Cigar Mfg. Co. - Newark, N. J.

Largest Independent Cigar Factory in the World

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

TURKISH CIGARETTES
CADO COMPANY, INC.
145 Lafayette Street - New York City

BRANDS	Fifty-Six - - - - -	10 for 25c
	Cado - - - - - -	10 for 15c
	Water Lily - - - -	20 for 15c

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.
LIVE DISTRIBUTORS WANTED

Cork Tips **Cork Bobbins**
BOUCHER CORK & MACHINE COMPANY, Inc.
122-222 WEST 18TH STREET NEW YORK

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
RETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

MASTER YOUR TRADE

Know your business; learn all its "ins and outs"; and, if you have even a fair amount of energy, you're bound to make a success of it. A well-known successful business man recently stated in an interview: "The main reason for my success is that I know every angle of my business; I keep myself posted on every condition and change, and consequently I'm always ahead of the game. If I were a young man, about to start at the bottom of a business, I would make myself familiar with everything connected with that business. I would learn about the raw material, the methods of manufacture. I would go to the public library and take out and read every book I could get hold of dealing with the subject of my work. I would seek the advice of men who had attained success in my field. I would learn things pertaining to the work in which I was engaged, even if the occasion never arose when it would be necessary for me to use this knowledge."

This is sound advice that every man can well follow. Too many failures today are the result of men entering businesses of which they have no knowledge, and then "leaving it to George" to see that things run smoothly. To the man in the tobacco business there is lots to learn. You'd be surprised to know what an interesting romance the history of tobacco is. Read up on the subject; post yourself thoroughly on grades, methods of manufacture, etc., and you'll find the knowledge will give you greater help and a boost up the ladder of success.—*Moos Trade Tips.*

MORE CO-OPERATION

A trouble with the cigar business is that the manufacturers, jobbers and retailers do not get together in meetings to talk matters over. Each factor appears to be pulling against each, for the reason that they have not consulted each other upon certain lines of policy.

There is altogether too much secrecy in business. One section is afraid that the other will learn too much of their inside affairs. There is no co-operation for the general good. Many difficulties and seemingly antagonistism could be overcome if the three factors of the trade would get into conference now and then.

Retailers' associations should invite the manufacturers and jobbers to attend their meetings occasionally. Especially should this be done when any special question is agitating the trade. At these meetings both sides of the argument would be presented, and matters of dispute could be amicably settled.

While an individual retailer may meet the manufacturer and jobber and talk things over in a friendly manner, that is only a one-man proposition of which others may know nothing about. Whereas, if there had been a meeting between a number of the three factors, points that had probably been overlooked by the individual would be brought out, and most likely a different aspect put upon the whole subject. There should be greater co-operation between the manufacturer, jobber and retailer than is now apparent. If there were, many of the disputes and recriminations, that from time to time upset the trade, could be agreeably settled. When a manufacturer or jobber visits a town where there is an association of retailers, he should be invited to meet them in conference to talk over those things that are uppermost in their minds. We hope to see in the near future a greater spirit of co-operation between all parties in the tobacco industry.—*Smoke.*

Leaf Imports Still Gaining

Washington, D. C.

STATISTICS now being compiled by the Bureau of Foreign and Domestic Commerce of the Department of Commerce will show that the imports of leaf tobacco during the eight months of the present fiscal year ending with February are far greater than those of the corresponding period of 1917. While nearly one and three-quarter million dollars' increase will be shown in the imports of leaf suitable for cigar wrappers, the imports of other classes of leaf will show an increase of over twelve millions.

The imports of leaf tobacco suitable for wrappers during the first eight months of the present fiscal year amounted to 3,762,997 pounds, valued at $4,731,793, as compared with 2,420,499 pounds, worth $3,041,644, in 1916, and 1,479,416 pounds, with a value of $1,638,860, in 1916.

More than seventy-five per cent. of the total imports of this class of leaf comes from sources which before the war were considered so unimportant that no record was kept of the different nations which furnished this tobacco. The imports from these unspecified countries so far this year have amounted to 3,265,308 pounds, valued at $3,942,807. During the corresponding period of 1917 the total was but 59,239 pounds and the value but $23,370, and in 1916 the total was 9574 pounds, valued at $1298.

The Netherlands, on the other hand, from whence came the bulk of wrapper leaf last year, this year shipped but little more than half a million dollars' worth. In 1916 the imports from Holland amounted to 1,411,588 pounds, with a value of $1,533,627. This increased in 1917 to 2,230,842 pounds, valued at $2,782,077; then fell this year to 352,343 pounds, worth $573,924.

Receipts from Canada also show a falling off this year. Totaling 13,130 pounds, valued at $12,293, in 1916, that country last year furnished 38,698 pounds, worth $40,546, but could not keep the pace up, with the result that the total for the first eight months of this year was but 11,044 pounds, with a value of $11,426.

Wrapper leaf from Cuba has come in ever-increasing quantities during the past two years. Beginning with 45,124 pounds, valued at $91,642, in 1916, the receipts from that country last year increased to 91,720 pounds, worth $195,651, and increased again this year to 134,302 pounds, with a value of $203,636.

The total imports of all other leaf during the eight months ended with last February amounted to 44,750,179 pounds, valued at $23,783,071, as compared with 25,100,547 pounds, worth $11,480,114, during the corresponding period of 1917, and 26,989,519 pounds, with a value of $10,678,166, in 1916. Much of the increased value of this year is due to the higher prices that prevailed in the tobacco markets, and the entire increase in value was divided among all the countries furnishing this class of tobacco, although the United Kingdom and Cuba furnished less in quantity.

The major portion of the increase, both in quantity and value, went to Greece. Furnishing 3,664,857 pounds, valued at $1,547,056, in 1916, that country last year shipped to us 4,338,703 pounds, valued at $1,727,251, and this year sent over 12,895,408 pounds, with a value of $10,156,725.

¶Here is a mild cigar of quality backed by a prestige among men who know good brands.

A brand that brings the customer back for more, and one that pays the dealer who *sells* them a reasonable profit.

"44" Cigar Company, Inc.
Philadelphia

SCHINASI BROS
NATURAL
CIGARETTES
They Sell!

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

JOSE F. ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

H. NEUBERGER COMPANY
Incorporated
130 Water Street
New York
IMPORT EXPORT
LEAF TOBACCO

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306 NO. THIRD STREET, PHILADELPHIA

The quantity received from the United Kingdom has been steadily decreasing, according to the statistics. The 1916 total was 1,338,289 pounds, valued at $477,069. This fell off last year to 88,671 pounds, valued at $42,496, and the quantity again fell this year to 44,982 pounds, although the increased price sent the value up slightly, to $58,844.

After making no shipments at all during the eight-month period of 1917, Mexico again resumed exports, and the total for the first eight months of the fiscal year 1918 was 239,011 pounds, valued at $60,076.

The quantity received from Cuba has fallen steadily during the past two years, but the rising market has kept the values up and has even resulted in a slight increase. In 1916 shipments to us amounted to 15,713,946 pounds, valued at $7,962,611; in 1917, the quantity fell to 13,832,230 pounds, but the value rose to $8,674,828, and in 1918 the quantity again fell, to 11,671,877 pounds, but the value again rose, to $9,165,210.

As in the case of wrapper leaf, imports of other leaf from the unspecified countries have increased greatly, the total for the first eight months of this year being 19,898,901 pounds, valued at $4,342,216, as compared with 6,840,943 pounds, valued at $1,035,539, in 1917, and 6,149,604 pounds, worth $677,268, in 1916.

C. L. L.

NEW PHILIPPINE BUREAU

AS announced in the April 15th issue of the TOBACCO WORLD, Colonel J. J. Rafferty has been placed at the head of the newly created Bureau of Commerce and Industry of the Philippine Island.

Colonel Rafferty writes that he will be plased to know just how the bureau can serve those readers of the TOBACCO WORLD who may be interested in any phase of Philippine commerce.

The following excerpt from the law creating the Bureau of Commerce and Industry explains its powers and functions:

SEC. 3. *Powers and functions in general.*—The Bureau of Commerce and Industry shall have, under the immediate executive authority, direction, and supervision of the Department of Commerce and Communications, the following powers, duties, functions, and aims:

(a) To promote, stimulate, and further the development and expansion of the domestic and foreign trade of the Philippine Islands, the industries, mining and fishing, land, river, and maritime transportation, and commercial and industrial organizations; to acquire, collect, compile, systematize, publish, distribute, and furnish statistical data and information relative to the commercial and industrial situation and movement and the other subject-matters above mentioned; to give advice concerning the markets and industries most suitable for the country; to establish and maintain commercial and industrial museums and expositions; to propagate and stimulate interest in Philippine products abroad; to stimulate and facilitate relations and act as intermediary and informant between foreign capital, commerce, and industry on the one hand, and Philippine capital, commerce and industry on the other.

DECREASE IN FEBRUARY CIGAR PRODUCTION

The following comparative data of tax-paid products indicated by monthly sales of stamps is obtained from the Statement of Internal Revenue collections for the month of February, 1918:

Products.		Feb., 1917.	Feb., 1918.
Cigars (Large), Class A,	No.		109,155,157
Cigars (Large), Class B,	No.		351,290,327
Cigars (Large), Class C,	No.		113,864,090
Cigars (Large), Class D,	No.		950,698
Cigars (Large), Class E,	No.		1,278,405
Total,		627,271,503	576,538,677
Cigars (Small),	No.	84,587,600	66,706,271
Cigarettes, (Large),	No.	1,726,725	1,330,197
Cigarettes, (Small),	No.	2,451,402,672	2,716,852,135
Snuff, manufactured,	Lbs.	2,757,530	2,729,336
Tobacco, chewing and smoking,	Lbs.	35,253,403	35,501,692
Playing cards,	Packs	2,896,604	1,788,514

NOTE.—The figures for February, 1918, in above statement, are subject to change until published in the annual report of the bureau.

G. J. WHELAN PRESIDENT OF T. P. C.

George J. Whelan, organizer of the United Cigar Stores, was elected president of the Tobacco Products Corporation on April 15th. Mr. Whelan retired from active business three years ago, and now returns as a matter of war duty to help speed up production of cigarettes for soldiers.

George L. Storm, who retired from the presidency of the company at the previous meeting of the board of directors, did so in order that he might devote his time to manufacturing details of the business.

DON'T WRITE—SEE OFFICIAL BULLETIN

We are requested by the Government to announce that owing to the enormous increase of Government war work, the governmental departments at Washington are being flooded with letters of inquiry on every conceivable subject concerning the war, and it has been found a physical impossibility for the clerks, though they number an army in themselves now, to give many of these letters proper attention and reply. There is published daily at Washington, under authority of and by direction of the President, a Government newspaper—"*The Official United States Bulletin.*" This official journal is posted daily in every post office in the United States, more than 56,000 in number, and may be found on file at all libraries, boards of trade, and chambers of commerce, the offices of mayors, governors, and other federal officials. By consulting these files most questions will be found readily answered.

—IF—

You want to sell a factory

You want to buy a factory

You want a partner

You want to sell machinery or equipment

You want to buy second-hand machinery or equipment

You want to sell scraps, cuttings, etc.

You want to buy scraps, cuttings, etc.

You want superintendents, foremen, etc.

You want to reach manufacturers, jobbers, retailers, clerks and salesmen, try a classified ad in

The Tobacco World

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

TEAM MATE:—40,580. For all tobacco products. March 16, 1918. The Moehle Litho. Co., Brooklyn, N. Y.

WAR BRIDE:—40,581. For all tobacco products. March 16, 1918. The Moehle Litho. Co., Brooklyn, N. Y.

CAMERON BONDED MIXTURE:—40,582. For cigarettes and tobacco. March 29, 1918. Cameron Tobacco Co., Richmond, Va.

GENERAL FERDINAND FOCH:—40,583. For all tobacco products. April 1, 1918. American Litho. Co., New York City.

THE TRILLIONAIRE:—40,584. For all tobacco products. February 7, 1918. Florida Cigar Making Co., Jacksonville, Fla.

SERVICE BOND:—40,585. For all tobacco products. March 30, 1918. The Moehle Litho. Co., Brooklyn, N. Y.

PHILIP MORRIS & CO., LTD., ENGLISH OVALS:—40,586. For cigarettes. March 30, 1918. Philip Morris & Co., Ltd., New York City.

AMANTES ROMANOS:—40,587. For all tobacco products. March 28, 1918. Frederick Metzger, New York City.

AMERICAN ACE:—40,588. For all tobacco products. March 30, 1918. American Litho. Co., New York City.

CIGAR D'ELITE:—40,589. For all tobacco products. March 30, 1918. Oscar Hammerstein, New York City.

PAR-TILFO:—40,590. For all tobacco products. April 3, 1918. Steffens, Jones & Co., Inc., New York City.

GENERAL PERTAIN:—40,591. For cigars, cigarettes and tobacco. April 8, 1918. F. M. Howell & Co., Elmira, N. Y.

ORIENTA:—40,592. For leaf tobacco. March 22, 1918. Universal Leaf Tobacco Co., Richmond, Va.

BOKAY:—40,593. For leaf tobacco. April 12, 1918. Universal Leaf Tobacco Co., Richmond, Va.

BRIGADIER GENERAL SANDEMAN CAREY:—40,594. For all tobacco products. April 12, 1918. American Litho. Co., New York City.

LIBERTY DAY:—40,596. For all tobacco products. April 12, 1918. American Litho. Co., New York City, N. Y.

EL DEBIN:—40,597. For cigars. April 11, 1918. D. Rodriguez, New Orleans, La.

PREMILD:—40,598. For all tobacco products. April 6, 1918. American Litho. Co., New York City.

HOYO DEL ARTES:—40,599. For all tobacco products. April 9, 1918. American Litho. Co., New York City.

NATIONAL CLUB:—40,600. For all tobacco products. April 12, 1918. American Litho. Co., New York City.

FORT CRALO:—40,601. For all tobacco products. April 13, 1918. A. F. Bender, Rensselaer, N. Y.

SIXTUS:—40 602. For all tobacco products. April 18, 1918. American Litho. Co., New York City.

PRINCE SIXTUS:—40,603. For all tobacco products. April 18, 1918. American Litho. Co., New York City.

TRANSFERRED

HAIDEE:—31,265 (Trade-Mark Record). For cigarettes. Registered August 4, 1905, by Louis Meyer, New York City. Transferred to T. Chalkiadi & Co., Inc., New York City, May 28, 1913, and re-transferred to Thomas L. Watt & Manuel Lopez, Jr., of New York City, April 9, 1918.

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

FOR SALE—Twenty-four Miller, DuBrul & Peters suction tables, in perfect condition. For a quick sale a very low price will be accepted. Address Box 151, "The Tobacco World."

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

WANTED

Manufacturers of union and non-union cigars who want to sell the best jobbers in New England and New York State, on commission, should address T. C., Box 231, care of "Tobacco World."

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made. **J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.**

A LOVING WIFE

There is a man in Bozeman, Mont., who will probably go through life bewailing the injustice of the draft board that certified him for service, despite the fact that he presented a letter written by his wife to prove that he had a dependent family. Here is the letter:

"Dear United States Army: My husband ast me to write a reckomend that he support his famly. He can not read so dont tell him. Jus take him. He ain't no good to me. He aint done nothing but play a fiddle and drink lemmen essense since I married him, eight years ago, and I got to feed seven kids of his. Maybe you can get him to carry a gun. He's good on squirrels and eatin'. Take him and welcum. I need the grub and his bed for the kids. Don't tell him this but take him."—New York *"Tribune."*

BUSY DAYS

"Where's the president of this railroad?" asked the man who called at the general offices.

"He's down in Washington, attentin' th' session o' some kind uv an investigatin' committee," replied the office boy.

"Where is the general manager?"

"He's appearin' before th' Interstate Commerce Commission."

"Well, where's the general superintendent?"

"He's at th' meetin' of th' legislature, fightin' some bum new law."

"Where is the head of the legal department?"

"He's in court tryin' a suit."

"Then where is the general passenger agent?"

"He's explainin' th' commercial travelers why we can't reduce th' fare."

"Where is the general freight agent?"

"He's gone out in th' country t' attend a meetin' o' th' grange an' tell th' farmers why we ain't got no freight cars."

"Who's running the railroad, anyway?"

"The newspapers and th' legislatures."—*Pittsburgh Press.*

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
INCORPORATED
LOUISVILLE, KY., - - U. S. A.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

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257 W. 17th Street New York City

GARRETT H. SMITH, U. S. and Canadian Representative for
COMPAÑIÁ LITOGRÁFICA DE LA HABANA
Finest Imported Cigar Bands and Labels. Also GUMLESS Bands
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Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain
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AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
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Sole Owners and Manufacturers
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NEW YORK

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ADOLPH FRANKAU & CO.,
129 Fifth Avenue, New York City

LUCKY STRIKE Cigarette—a new flavor. It's toasted. Toasting holds the Burley flavor and adds to it. You don't eat raw meat. You don't drink raw coffee. You prefer toast to soggy bread. 95 per cent of your food is subjected to heat before you eat it, because the heating adds to the flavor and improves the taste. Like the greater part of the food which you place in your mouth, LUCKY STRIKE Cigarettes are subjected to heat. THEY'RE TOASTED. Toasting holds the Burley flavor and adds to the taste.

LUCKY STRIKE
The Real Burley
Cigarette
It's Toasted

GUARANTEED BY
The American Tobacco Co.
INCORPORATED

VOLUME 38 NO. 10

The TOBACCO WORLD

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War Saving Stamps are small-size U. S. Government securities of the safest kind, an investment that pays good interest. They cost in May $4.16 (one cent more each following month). On January 1, 1923, each War Savings Stamp pays back to its owner $5.00 in cash. In case of necessity these stamps can be cashed without loss, on ten days' notice at any post office.

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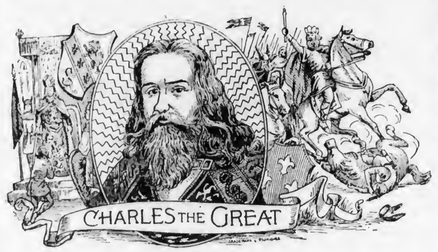

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A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

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Makers of the Famous "F. Lozano" Brand

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New York Address, 437 Fifth Avenue

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P.B. Gravely Tobacco Co. Danville, Va.
ESTABLISHED 1831
To Dealers:- Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.
P. B. GRAVELY TOBACCO CO. DANVILLE, VA.
DEPT. A

BAYUK BROS.

"HAVANA RIBBON"

THE PERFECT CIGAR

EISENLOHR'S Cinco CIGARS

For half a century the quality has never changed—except for the better. Consider the protection which such a standard means to you particulary in days like the present

Stick to Cinco—it's safe

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ROCKY FORD CIGAR

HAND MADE — DELICIOUS FLAVOR

MANUFACTURED IN OUR NEWARK, N. J., FACTORIES

We also manufacture, at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 2 for 5c—3c each and 3 for 10c., giving the Jobber and Retailer an exceptional margin of profit.

UNION AMERICAN CIGAR CO.

General Offices, Pittsburgh, Pa.

For Gentlemen of Good Taste

San Felice CIGARS

The Deisel-Wemmer Co., LIMA, O.

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

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The most central American plan hotel in the city. Rooms with private bath and meals from $3.50 a day, or from $2 a day without meals.

Illustrated booklet and guide map of New York sent on request if you mention Tobacco World. Address John P. Tolson, Mgr.

MELACHRINO

What Counts on Your Counter? The Cigarette that says "come again!" to men who know.

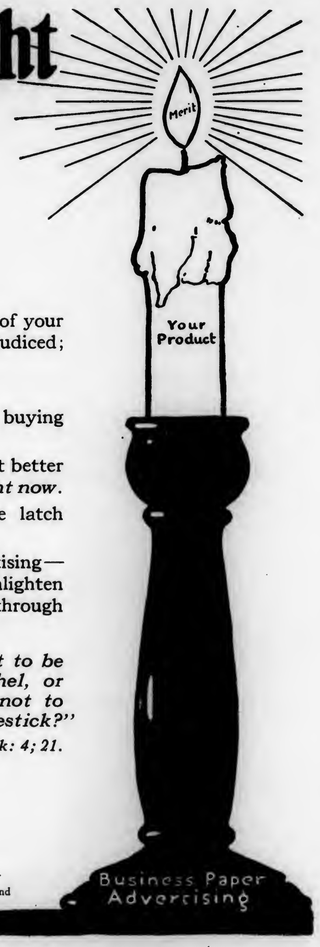
M. MELACHRINO & CO
1790 Broadway
New York

Fours
Nines
Fives

CIGARETTES

Don't hide your light under a bushel!

Set it on a Candlestick



DON'T handicap the natural growth which the merits of your product would make *certain,* just because you are prejudiced; and think the buyers will *come to you.*

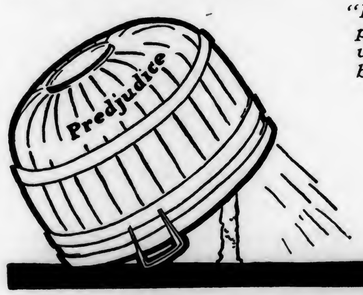
They won't!

If your product *has* exceptional merit, *enlighten* the buying public through the *modern business force* of publicity.

If there *ever was* a time when people need to *know* about better goods and newer, quicker ways to do things, that time is *right now.*

The buyers *won't* flock to your door, even though the latch string hangs out, *unless* you invite them.

Set your light on the candlestick of Business Paper Advertising—don't hide it under a bushel. Use big space regularly to enlighten the buyers in your field. Ours is one of the *best* mediums through which to *reach these buyers.*



"Is a candle brought to be put under a bushel, or under a bed? and not to be set on a candlestick?"
—St. Mark: 4; 21.

Copyright, 1918
Lloyd W. Young, Cleveland

The Tobacco World

236 CHESTNUT STREET

PHILADELPHIA

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The Tobacco World

Established 1881

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TOBACCO WORLD CORPORATION
Publishers
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PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

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CRESSMAN'S COUNSELLOR CIGAR

is reflected in the unvarying increase in consumer demand.

Good judgment favors stocking—displaying—recommending it everywhere

Allen R. Cressman's Sons,
Makers
PHILADELPHIA

¶Here is a mild cigar of quality backed by a prestige among men who know good brands.

A brand that brings the customer back for more, and one that pays the dealer who *sells* them a reasonable profit.

"44" Cigar Company, Inc.
Philadelphia

ESTABLISHED 1867
Y. Pendas & Alvarez
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CLEAR HAVANA
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Our Motto: "QUALITY"
Office and Salesroom, - 801-803 THIRD AVE.
NEW YORK CITY

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S. Loewenthal & Sons
Importers of Havana and Packers of Leaf Tobacco
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WANTED—By largest firm in the trade to represent in India a first-class American Tobacco Factory. Tobaccos to be packed in ¼-lb. vacuum tins, cigarettes in fifties—vacuum tins, and one or two brands in sliding paper packets of 10.
D. MACROPOLO & CO., Calcutta, India.

CHANCELLOR
The Acknowledged Leader Among Mild Sumatra Wrapped Havana Cigars

Volume 38 — Number 10

THE TOBACCO WORLD

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year — PHILADELPHIA, May 15, 1918 — Foreign $3.50

It's An Old Saying That You Can't Get More Out of a Business Than You Put In It

MANY cigar brands have succeeded with national advertising and some have succeeded without it, but the main factor in the successful merchandising of any cigar is an established quality standard and one that is maintained. And it may be taken for granted that the big selling brands of today have some merit or they would not be on the market. Truly, "Consumer is King," and he knows what he likes and what he dislikes, and if he doesn't like your cigar you had better change your blend or quit.

Now in nine cases out of ten the nationally known brand in the case of the average cigar dealer is not *sold* by him, but merely *delivered* and collected for by him. The brand has been *sold* to the consumer who asks for it, either by national advertising or by the merit of the cigar itself. And in this fact lies most of the difficulties that the retail trade has had to deal with recently. The chief cause is that the average dealer is not a salesman and does not understand merchandising. The cigar manufacturer has allowed him to become a delivery clerk. He is used to having a man ask for a brand and lay down the money. All he has ever had to do is hand out the cigar and make the change.

The cigar smoker has always been a human being and when he is asked to pay an advanced price for an article that he has always gotten for less he is very apt to raise his voice to high Heaven. Unless he be an extremely tough and rare species he can be *sold* the article at the advanced price, but he must be *sold*.

With the six-cent cigar here in the East the great trouble has been that as soon as the dealer heard the customer's voice booming his protest, instead of playing the salesman and sticking by his guns he has scurried around in his case for "something" for a nickel. And then he has blamed the six-cent cigar manufacturer because the customer never came back!

And while discussing this phase of the subject it is not amiss for us to say that we have found scores of dealers who maintained for sometime after the raise, that it was not necessary! Some were ignorant and some were misinformed, and it was partly the manufacturer's fault.

How many manufacturers after they saw the handwriting on the wall called their salesmen together and gave them a heart-to-heart talk on the rising costs of cigar production, and gave them bona fide figures to back up their statements? How many did this and told their salesmen to discuss it with the dealer, and help him to prepare for the advance in price? Most of them told the dealer about their troubles the day they raised the price.

Here is an example of how dealers were misinformed and led to wrong conclusions. We were discussing with a retailer the probable increase in the cost of cigars when a city salesman for a nationally known house came in and participated in the conversation.

He made the following statement: "I was just told by the sales manager that we have three years supply of tobacco on hand for the X——— cigar. He told me that all this tobacco was bought at the old prices, and that the firm would shortly announce that they intended to give the consumer and dealer the benefit of their foresight. I can assure you Mr. Q——— that the price of the X——— brand will not be increased. We don't have to do it and we are not going to do it. I am not saying whether *we* think the others have to or not."

Just one week later to the day the retailer received a letter from the very same firm stating that owing to the increased cost of everything in connection with the production of cigars prices on the brand would be advanced $6 a thousand.

During the interim between the salesman's visit and the arrival of the letter the dealer had been busy telling his customers that the X——— brand was not going to advance and that he didn't believe it was necessary for any of the others to do it. It took the dealer about three months to square himself with the smokers of the X——— brand, and he lost a lot of business besides.

If the retail cigar dealers of the country had been alert and followed the reports in the trade papers they would have readily seen and understood that there was no escape for the cigar manufacturer.

With the new prices there is slightly more profit in a cigar than formerly but the dealer does not seem to understand that he must *sell* the cigar to-day to get that profit. Proceeding along the lines of least resistance and grabbing a box of nickel cigars when a smoker objects to the six-cent price won't get the retail trade anywhere.

A good standard-size cigar at five cents is a practical impossibility for the cigar manufacturer unless

the retailer has discovered how to get by on a profit of six and one-half mills per cigar.

If a dealer is really out to build up his business a little competition won't hurt him. If there are a dozen outlets in a single business block the probable reason is that the whole dozen stands do not sell as much merchandise as two stands ought to if the proprietors understand salesmanship and merchandising.

How many dealers ever make a persistent effort to get the smokers in the neighborhood to come into their store? Not one in a hundred we venture to guess. And yet they can be brought there at least once by a very simple and oft-tried method. It is the business of the proprietor to maintain the kind of a store and the kind of stock that will bring them in again.

It is an old saying that to make money you must spend money. When you are getting a profit out of a business it is necessary to put some of it back again, just as the farmer must put fertilizer on his soil once in so often to make up for what the products of the land have taken out.

Can you afford one dollar a week for advertising and promotion, can you afford two dollars, can you afford five dollars? Well with what ever you can afford try this. Get a list of the business men in your neighborhood. Some you can copy from windows and signs, some from the office building registers; some you can get from your customers. Then write a letter something as follows:

Dear Sir:

I want to give you your choice of any ten-cent cigar in my store. All you have to do is to present this letter. I am sure we can please you whether you smoke Clear Havanas, Shadegrown, Porto Rican or Domestic blends. My stock is kept in splendid condition and I am sure that if I can get you to come once you will come often. Anyway please come and use this order.

Yours very truly,

JOHN SMITH, *Tobacconist*,
229 N. X Street.

If you can afford to spend only a dollar or so a week, send out a few letters each week Try it for a month. Then check up those who did not come in. Write them again suggesting that perhaps they have overlooked your letter and that if they prefer tobacco or cigarettes you will gladly honor the order for the same value in any of these products.

Those who have come in make a dandy mailing list for special offers, for holiday lists and for building up a box trade.

If Mr. Dealer will realize that he can only get out of his business what he puts into it, he will understand that sitting in the store grumbling and complaining will not get him very far. Get busy and build up your trade! Thousands have done it already, and there is no reason why you cannot benefit from some of their successful methods.

Get firm grasp on the idea that conditions to-day make it necessary to *sell* goods. You have many competitors because people want to buy their goods elsewhere, and you haven't made it worth their while to come to your store. And because you have failed to adopt modern methods and means of increasing your trade the manufacturer and jobber has found it necessary to get more outlets for his goods in your neighborhood. If your efforts to sell a brand were worth while the jobber and manufacturer would take some steps to protect you.

Sugar Supplies for Tobacco Manufacturers

TOBACCO manufacturers using sugar in connection with the manufacture of tobacco products will be interested to know that under an order recently issued by the United States Food Administration no sugar will be sold to manufacturers, etc., from and after May 15th except upon the delivery of *sugar distribution certificates* issued by the Federal Food Administrators for the respective States wherein the plants requiring sugar are located.

To secure such certificates the applicant will be required to file a statement duly verified showing the quantity of sugar on hand, the quantity required, etc. Blank forms for such statements may be obtained from the respective State Food Administrators.

Where a company has several manufacturing plants located in different States, it will be necessary for that company to file a statement with the Food Administrator of each State in which its plants may be located, and no general issue of certificates will be made from one central point to cover several States. Each Administrator must take care of the plants in his own particular State, whether owned within or without the State. This, however, does not prevent the *seller* of sugar located in one State from making deliveries in another on receipt of a certificate.

Such certificates will be issued in the following denominations: Fifty pounds, 100 pounds, 500 pounds, 1000 pounds, 5000 pounds, 10,000 pounds and 60,000 pounds.

The above plan has been adopted for the purpose of regulating and curtailing the consumption of sugar. Thus the Food Administrator has adopted a schedule limiting the supply of sugar to some of the sugar-using industries to a certain fixed percentage of their ordinary requirements.

However, tobacco, as expected, has been placed on the list of commodities for which 100 per cent. of the requirement of sugar will be allowed.

Sugar distribution certificates will be issued for the period from May 15th to July 1st. A new schedule may or may not be put in force from and after July 1st.

Special attention is respectfully called to the following provision of the order issued by the Food Administration:

"This rule shall not apply to shipments or deliveries on bona fide contracts enforceable at law made prior to May 15, 1918."

Clerks Should Treat All Customers Cordially

By Frank Farrington

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CHAPTER IV.

THERE are some very irritating customers come into every cigar store, men whom it seems impossible to suit. They find fault with the goods and they find fault with the way they are offered for sale. They kick about the prices charged.

This is where patience comes in. Nothing short of a large supply of patience will enable a man to get along with these people. They themselves like to kick. They enjoy a scrap, but they hate to get the worst of it.

Their money is as good as anybody's money and they have friends whom they can influence, no matter how disagreeable they themselves may be. It is poor policy to send them away disgruntled or dissatisfied, and yet it is hard work to suit them.

Anyone can please some customers. They are the kind of people who like everything and are easy to suit. But these finicky folks! Well, it is worth while to try them anyway.

We all know when we meet a man who is polite and we all admire politeness or courtesy, but we don't all try to acquire it. I remember a salesman whose politeness so impressed itself upon my mind that I always after thought of him as the most courteous traveling man I ever met.

I had had my nose broken in a baseball game by an inshoot right off from my own bat. It resulted in two black eyes for a week. This salesman was in the habit of calling upon me frequently and he called at this time. Everybody else that I knew, as soon as they saw me, exclaimed and asked who I had been fighting and otherwise drew upon their various funds of humor.

As for this salesman, he never batted an eyelash. I was a sight and I knew it, but if there was anything wrong with my countenance it was as if he could not see it. Of course, in this case it did not really matter, but even though I was not sensitive upon the question, let me tell you that I appreciated that man's courtesy. It may have been an extreme example of politeness, but his attitude made an impression that has always lasted.

Now, something of that sort of courtesy is what we all need in order to get on successfully with people. There are many times when the usual form of expression or the obvious remark does no harm, but it does not follow at all that the polite and courteous exception would not do some good. It did in my case.

Instead of being just average and avoiding offending, go far enough the other way to make a distinctly pleasing impression. Instead of being merely negatively polite, be positively so.

Politeness easily becomes a habit and even the boy who is not brought up to polite manners will soon learn them if he associates with people who have them. It cannot be expected that the employee who works for a man of bad manners will develop for himself better manners than those of his employer.

The employer is the logical example of the employee, and he cannot complain if faults which he himself does not try to correct continually crop out in his salesmen.

Even the employee who is so exceptional as to appreciate that he must allow for his boss's imperfections will unconsciously imitate some of them in time. We cannot avoid being influenced.

The salesman who would get on with people must refrain from showing an excess of attention to one class of people and a lack of it to another. It is easy and probably very natural for a man to meet Mr. Moneybags, who buys easily and liberally, with a glad hand and a cordial manner, and to greet the poor laboring man, who just manages to get a living, with scant attention.

Of course, one is more pleased to see the rich customer come in than the poor one. That is just human nature, but rich customers are for the most of us few and far between, while the poor ones come every day and all day, and the total of their business year in and year out is much greater than that of the few rich men.

Mighty few towns are big enough so that the cigar dealer can make money in catering exclusively to the moneyed class. All classes are necessary to the conspicuous success.

Be cordial and polite to the rich customer by all means. Give him all the attention you can without overdoing it, but see that the poor man never has reason to think that he is not getting just as much.

The poorer class, or even the middle class, man is very sensitive of his rights. We all think we are just as good as anybody and we don't like to trade at a place where our small wants do not seem to be appreciated and where they are evidently waiting for a big buyer to come in.

Treat everybody alike, to the extent of showing no apparent favoritism. No other plan will hold the business of the "common people," and in most places the "common people" are *the* people.

Be just as attractive personally as you can and it will make a good deal of difference with many customers.

The man who has a loud or a rough or strident voice will repel some people with that voice. It will pay him to learn to modify it, to get it down to where it will sound more agreeable. Take lessons in voice culture if necessary. It will pay.

If you are not sure whether your voice is agreeable or not, and one cannot always tell, ask somebody at home. Find out whether your voice grates harshly upon the ear of the hearer. Find out whether it sounds cheerful to a stranger, or homesick and forlorn. Cheerfulness is a big asset with a salesman. No one likes to do business in a store where the atmosphere is one of depression, where the salesmen talk in homesick tones.

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Subterfuges Sometimes Attempted by Customers Who Buy On Cash Basis

By Elton J. Buckley

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A CLIENT of mine is in the wholesale business and usually does the conventional cash and credit business. Occasionally it happens, however, that he gets something in, which he puts a price on and offers for cash only. Also, there are some customers whom he always insists on selling for cash because of their weak financial standing.

Not long ago he offered some special goods to a retail buyer whom he wished to sell for cash for both of the above reasons. The goods when offered were in the warehouse. The buyer bought a quantity and gave his check in exchange for a delivery order on the warehouse. This was on a Saturday. On Monday the seller was about to deposit the check when he was telephoned to by the buyer that he could not make the check good on that day, but that it would be good on the following Saturday. It was arranged that he should hold the order, and should not move the goods until the check had been paid. He violated this agreement, used the order and got the goods. By the time the seller found this out, the goods were disposed of. He then put the check in, but it was returned marked "not sufficient." Very shortly after that the retailer called a meeting of his creditors and announced that he owed $7500, and had no assets.

The question arose—what could the jobber do? Was he obliged to sit still and tamely submit to such an imposition? He was advised that the retailer had committed a criminal act, and that a warrant should be issued for his arrest. This was done, he was arrested, held in bail and indicted. At this writing he has not been tried, but will undoubtedly be convicted if the jury believes the evidence.

It is well settled that where a sale is made for cash, title to pass only when the money passes, a buyer who obtains possession of the goods by a subterfuge, *without* paying for them, is guilty of larceny. One of the most illuminating cases on this subject I have seen is that brought in New York City recently against a firm of butter and egg dealers named Einzig & Schreiber. They were indicted for grand larceny because when they were offered some butter for cash, and *knew* they were being offered it only for cash, they got possession of it by giving a check that came back marked not sufficient. By the time the seller got notice, the goods were sold. When arrested and tried, the defendants said they didn't mean to give a bad check; they thought the check was good, and that the bank would pay it. This defense was rejected. I reproduce the following from the decision:

> For the purpose of facilitating our commercial transactions, and for the purpose of enabling transactions to be had in business life, a standard has been adopted by the law as to what is larceny in connection with the use of checks. The law says that a person who wilfully, with intent to defraud by color or aid of a check, obtains from another any money or property, is guilty of stealing that property, when such person knows that the maker of the check is not entitled to draw on the bank for the sum specified. In other words, if the maker of a check, knowing that in the bank on the day the check is drawn there are not enough funds to meet the check, presents that check to another person and on the credit of the check gets either money or property, he steals what he gets. It does not matter that he has had a habit of doing that; it does not matter that he has been doing it throughout his business life. Every time that he puts through a transaction on that basis he is guilty of an act of theft. If you find, in respect of his check of December 7th, for $102, that the property of the Fox River Company was obtained by the delivery to that company of a check by this defendant, and that the defendant knew that the check was not a good check, then this defendant is guilty, under the law, of larceny, and you are bound on your oaths to so find him.
>
> You have testimony that on Tuesday, the 8th, the day after the check was given, the balance of these defendants in bank was 60 cents. It is of no consequence that the defendant may have hoped thereafter to get funds with which to pay the check; it is of no consequence that he may have hoped to make further collections or borrowings sufficient to pay the check. The law fixes the standard of time to which you are to direct your attention as the time when the check is delivered. If at that time the check is not a good check, then the crime of larceny is committed. If you find that the defendant knowingly gave a bad check, and received on the credit of that check goods belonging to another, he is guilty of larceny, and you should so find him. His intention to restore what he stole by paying the check or paying for the goods subsequently is no defense. The fact that he subsequently paid the money to the complainant is no defense. You can readily perceive why the law says that that is no defense; because otherwise, you would have an arbitrary standard which would enable a man who has committed a crime and who is thereafter, by his own efforts or through the actions of his friends, enabled to pay the complainant—that would enable such a man to buy off justice, leaving a man who by misfortune was unable to get the money together to suffer the penalty for the identical act which the man with the money was able to escape. So the law fixes this rigid standard in order that a man may not buy off his criminal actions or be given immunity from crime by paying the money. He may urge that in connection with the punishment to be inflicted, if any, but he cannot urge it on the

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Need For Rigid Economy in Tin Plate

Washington, D. C.

THE Commercial Economy Board, of the Council of National Defense, has been calling to Washington men representing various lines of trade producing a product of which tin is an important factor. One of these groups was composed of tin foil manufacturers.

As is well known, last year the United States used a large part of the world's production of tin; this country is requiring increasing amounts in connection with our supply of food for ourselves, our soldiers abroad, and the Allies. There is a great shortage of tin and there is a need for rigid economy. Two reasons demand this. First is that above referred to and then, second, inasmuch as all of our raw product comes overseas from the Straits Settlements and the Dutch East Indies, a rigid economy in its use will mean the release of shipping space on ocean-going ships.

As the manufacturers come here they are informed that anything along these lines helping to lighten the burden on our tonnage will contribute to the work of our Army in France. They are asked for suggestions as to how they can aid in this conservation and to make a report thereon. When the reports are received a questionnaire will be prepared and sent to the entire trade in the line involved and thereafter recommendations from the Commercial Economy Board will be made to all engaged therein.

It is desired that the manufacturers of tin foil and other like commodities introduce into their products as high a percentage of other metals as possible, or, if possible, eliminate the use of tin entirely, substituting some other metal therefor. It will probably be some weeks yet before final action is taken. The field affected is very large, for the Commercial Economy Board is going to all users of tin in the raw state.

C. L. L.

Only Standard Brands For Soldiers

Washington, D. C.

QUITE a number of cigar manufacturers have been coming to Washington lately to confer with Preston Herbert relative to the supply of cigars to the army. The Government is desirous of knowing what the manufacturers can do in this respect. As the cigar men come here they advise Mr. Herbert as to what they can supply for the troops and the question is gone into in detail.

Attention is being given to the available output of each factory, the class of "smokes," class of tobacco used, price for each article, etc. Mr. Herbert has stated that no general conference of manufacturers is contemplated at this time. Each individual manufacturer has furnished sufficient information for the tobacco section, subsistence department, Quartermaster Corps, to base its requirements upon. Mr. Herbert is at the head of this section.

Mr. Herbert denied that it was contemplated taking over the entire production of the cigar factories as had been rumored in the cigar and tobacco sections, following such action with respect to smoking tobacco, of which the Government took the entire production of Tuxedo, Prince Albert, Bull Durham, Velvet, Duke's Mixture and other tobaccos of that nature.

It is understood that the Government is not experimenting with the soldiers in the matter of supplying them with untried goods. All tobacco articles are of standard brand and make—known goods.

The cigars, cigarettes and tobaccos are to be sold through the Quartermaster stores to the soldiers at cost prices. These articles are considered in the light of luxuries and so are not issued to the men as a part of their ration. There is, however, a move on the part of several members of Congress to get a law passed whereby the men in the service would be permitted to draw their requirements in the way of tobacco articles without charge to them. The main opposition to this proposal comes from the various anti-tobacco societies, who would wipe out the use entirely of tobacco, overlooking the sacrifices the men are making in the trenches.

C. L. L.

Ed Cohen Off for the Golden Gate

Genial Ed Cohen, one of the bright and shining stars in the firmament of the General Cigar Company, has taken Horace Greeley's advice to "Go West" and has "gone West" for good. At least that is what he says. Henceforth his virile touch will be missing in the "Burning Question," for Cohen is going to be an "honest-to-God" advertising agent out on San Francisco Bay. One of his first accounts will be the retail advertising of M. A. Gunst & Company.

Ed Cohen is well known on the coast, where he has spent much of his time previous to and during his connection with the General Cigar Company. We will miss him. Everybody that knew him will miss him. But we all wish him the best of luck, and we know that ability such as he possesses will bring him a full measure of success.

Utilize Your Trade Papers, Says Mr. Tibbitts

By G. D. Crain, Jr.

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E. C. TIBBITTS, advertising manager of the B. F. Goodrich Rubber Company, of Akron, who has studied trade papers as closely, perhaps, as anyone in the country, recently said:

"In these days of war stress, business men, confronted with unusual conditions, are availing themselves of the valuable information presented through the medium of their trade and technical journals as never before."

Mr. Tibbitts is interested in this subject as an advertiser. He wants to make use of space in publications which are closely read, and which are therefore in a position to make effective advertising mediums. And he has noticed particularly the opportunity of the trade papers to serve their readers under the present exceptional conditions better than they have ever served them before.

Undoubtedly this condition exists. Undoubtedly the trade papers are giving their readers information of the most vital and helpful character. It is up to the reader, however, to decide to what extent he will make use of it.

You, Mr. Merchant, must determine whether you will profit from the efforts which are being made to help you in the solution of your war-time problems, or whether you will devote only casual attention to the trade papers you subscribe for, and therefore miss much of the help which they are in a position to give.

A good many business men subscribe for trade papers almost as a matter of course. They realize that they ought to take them, but they sometimes fail to realize that they ought to make use of them.

An unopened trade journal is no more useful to the individual subscriber than a packet of seeds is to the gardener. The seeds have got to be planted before a harvest can be secured, and the ideas projected through the medium of the trade journal must be absorbed by the reader before they can be put into action in the conduct of his store.

The man who subscribes for a trade paper has done something. He is better off than the merchant who tries to get along without any help from the outside, and who thinks that he is self-sufficient when it comes to the conduct of his store.

But the man who subscribes and then reads and makes use of his trade paper is in the best possible position, for he is capitalizing the information that it contains. He is getting returns on his investment, and is making the money he spends for the paper earn a dividend.

Consider for a moment that the cost of your trade paper, to you, is but a fraction of the actual expense of production. The publisher is giving you the biggest money's worth you could possibly purchase anywhere. Failure to utilize the paper to the greatest degree is missing an opportunity to cash in on this extra value.

How should the trade paper be used?

In the first place, there are the reading pages, which contain reports of new goods offered for your store. This alone is an important feature, for every merchant knows that he must keep his stock up-to-date. The trade paper tells him what is being brought out, and gives him the basis on which to judge the offerings of the houses from which he buys.

Next, the reader finds information regarding selling methods and store management. Every feature of retail sales work is covered, from the management of his clerks to the display of the merchandise. Ideas on attracting and holding trade are developed, and practical suggestions are given with reference to ascertaining the cost of doing business and taking care of this factor in fixing the prices at which the goods shall be sold.

All of this is of real interest to the merchant.

Then come the advertising pages. Without question this section of the trade paper is just as important and just as valuable as the reading pages. The reason is that while the latter suggest what to sell and how to sell it, the advertising pages supply the information regarding where and from whom these goods may be purchased. The advertising matter thus supplements in a very necessary way the information furnished in the reading pages.

This is true, of course, of no other class of publication. In most instances advertising is merely incidental to the reading matter of a publication, and has no direct relationship to it. In the trade paper it is an essential and integral part of the information which the trade paper aims to furnish. A trade paper without an advertising section would be incomplete, because the information in the advertisements is desired by the reader, and can be made use of by him, in the same way as the reading pages.

Just at this time the advertising section is especially useful for the merchant. In the first place, goods are scarce in many lines, and it is necessary frequently to add new sources of supply. These can be located through the advertising pages.

In the next place, the war situation, by reducing the number of buyers of certain products, on account of the withdrawal of a large number of men from military service, has made it desirable for the merchant to add new lines, and thus increase the appeal of his store for the customers he has left. The best way to decide what to add to his stock is to study the ads in his trade paper, as it is desirable that the goods be not only salable, but have some relationship to the remainder of his stock.

The trade paper brings to the merchant who cannot leave his store the news and offerings of the whole market. It goes abroad and finds for him the new things, and presents information regarding them in attractive and usable style. Thus it is a tool of the trade for the live merchant, and the man who fails to use this tool is doing without a very necessary item of his merchandising equipment.

Tampa Cigarmakers go on Strike for Heavy Increase over Present Scale

TAMPA, more than any other cigar manufacturing center, suffers from periodic labor difficulties which, to say the least, must be disturbing to the manufacturers themselves.

In most cases there has been fair opportunity for argument on both sides. Always there has been reached a point of amicable adjustment, concessions coming largely from the manufacturers.

Every one of these disturbances interrupts production, increases production costs and vitally interferes with business. It also places a handicap on the cigarmakers themselves, both financially and mentally.

Of late there has crept into the ranks of the cigarmakers a disturbing element that differs somewhat from the usual run. In the past it has been possible to arbitrate and to reach a point of adjustment. Of late, however, the demands of the cigarmakers have reached a point where it seems almost impossible to even arbitrate.

Labor today is riding a high horse. It is recognized by reasonable men that where a demand is created for much additional labor to produce work in double-quick time, the quickest way is to offer a higher wage and get the men from other fields of industry. Paying abnormal wages, speeding the men to their limit, and working them overtime has created almost fabulous pay envelopes in some industries. Other industries to hold their own labor have been compelled to increase their scale. All of these increases eventually come from the consumer and now that labor the country over is working at an unprecedented wage, everything that we use or consume has mounted to a point beyond even the heavy increase in wages.

A roll of bills in the pocket makes for confidence and independence. The laboring man has the roll and he has the independence. It's a new sensation, almost intoxicating in its effects.

The feeling created by wartime conditions has spread to the cigar industry, and the cigarmakers seem to think that they too can demand and get almost any scale they desire.

Unfortunately the cigar manufacturers are not working on a cost plus ten basis, as under this arrangement the higher the cost the bigger the ten. And unquestionably, in some cases, the fact that the Government paid the costs has made some employers of labor somewhat careless in the scale of wages they have set up.

It is doubtful if any Tampa manufacturers made even a fair profit last year, for the cigar industry had to meet unprecedented costs with small chance of collecting from the jobber and dealer. And this is due to the fact that the consumer was not educated to the point of understanding that cigar manufacturing costs have made higher prices unnecessary, just as in every other line.

A circular recently distributed in Tampa threatens the city with the loss of the cigarmakers who, the circular claims, are preparing to go to work for "Uncle Sam" at higher wages. It is a discredit to the sensible cigarmakers of Tampa to believe that the statements therein have their endorsement. The patriotic idea of going to work for the Government because it needs men, falls flat when it is seen that it is really a threat of what they will do if their demands are not met.

Some day the cigar manufacturing industry will wake up and put an end to the periodic agitations and disturbances. First, they will organize strongly and nationally. And in the second place, they will fortify themselves with facilitating devices for the production of cigars. This does not mean to say that facilitating devices will serve to prevent labor troubles, but they will make a very distinct impression on those who know nothing about their operation.

Cigar manufacturers are at a greater disadvantage than the cigarmakers in the matter of removing their businesses from Tampa. Nevertheless there are a number of manufacturers in Tampa who located there just because of similar conditions elsewhere.

It can be readily established that the Tampa manufacturers cannot pay the scale of prices demanded and continue to exist. There is a point beyond which the consumer will not go in paying an increased price for his cigars. Labor is entitled to its just wage, but without capital labor is worth nothing, and capital must have its recompense.

This Bolsheviki spirit which is running rampant in New York cigar factories and which now seems to have taken a grip on Tampa, while threatening other cigar manufacturing centers and causing unrest, must be crushed.

A feature of the Tampa strike is that the International Cigarmakers' Union has not at this writing sanctioned it. This would make it appear that the justice of the strike is not yet thoroughly established at the Union headquarters.

It is certain that the cigarmakers, in the long run, have more to lose than the cigar manufacturers.

This new scale which the cigarmakers are demanding sets the increases from 50 cents to $9 a thousand. Herewith is the new scale with the old prices preceding:

CLEAR HAVANA WORK.

Class A—Maravillas, $151, $151; A. de la Trocha, $101, $101; Fancy Tales, $66, $70; Panetelas Salomon, $61, $70; P. Corina Tumbada, $51, $51; Soberanos, $51, $55; Soberano chio, $46, $50; Coronados, $31, $35.

Class B—Delicoso, $25, $28; Panetela 1, $21, $24; Panetela 2, $24, $26; Panetela 3, $26, $28; Panetela 4, $26, $30; Lilys, $25, $28; Comodoros, $29, $30; Glorias, $31, $35; Invencibles 1, $44, $45; Invencibles 2, $43, $44; Invencibles 3, $42, $43; Invencibles 4, $36, $37; Regalia Especial, $29, $32; Perfecto, $34, $36; Perfecto Grande, $36, $38; Queen 1, $36, $40; Queen 2, $28, $31; Queen 3, $27, $29; Queen 4, $27, $28; Queen 5, $25, $27.

Class C—Camelias, $19, $22; Conchas chia, $21, $23; Medianos, $19, $23; Bouquet, $26, $27; Conchas, $21, $24; Puritanos, $21, $24; Plaza, $24, $25; Favorito A, $25, $28; Favorito B, $26, $29.

Class D—Pina chiaca, $15, $16; Pina grande, $17, $19; Londres corriente, $18, $20; Londres Segundo, $19, $22; Londres grande, $20, $22; Panetela corriente, $18, $20.

Class E—Palmas, $51, $58; Corona 1, $56, $57; Corona 2, $46, $47; Corona 3, $44, $45; Corona 4, $41, $42; Corona 5, $35, $36; Petit Corona, $29, $31; Media Corona, $31, $32; Banquettes, $31, $35; Excepcionales, $31, $32; Corona Lord, $26, $30; Britanicas, $31, $35.

Class F—Panetela 1, $27, $30; Panetela 2, $25, $28; Panetela 3, $25, $27; Panetela 4, $24, $25; Epicures, $24, $25; Delcioso, $25, $26; Triangulares, $23, $24; Reina Pereja, $24, $25; Concha Pereja, $21, $23; Reina chica, $21, $23; Conchita S. P., $21, $22.

Class G—Babies, $8.50, $10; Pina chica, $15, $16; Pina grande, $17, $20; Londres coriente, $18, $20; Londres segundo, $19, $21; Pareja chica, $18, $20; Cabos, $18, $20; Brevas, $20, $23; Cazadores, $25, $28; Taffts, $15, $16; Amores, $17, $19; Gems, $18, $20; Panetela corriente, $18, $20; B. Panetela, $18, $21.

Class H—Cheroots: Cheroots 1, $10.50, $12; Cheroots 2, —, $11; Cheroots 3, $8.50, $10; Meningitis, $8.50, $10.

MOLD PRODUCT.

Class A—Invencibles 1, $24, $27; Invencibles 2, $20, $24; Invencibles 3, $21, $23; Standart, $19, $22; Panetela 1, $20, $22; Panetela 2, $17, $19; Panetela 3, $18, $19; Panetela 4, $13.50, $16; Queen 1, $20, $23; Queen 2, $19, $22; Lilys, $19, $21; Comodoros, $20, $22; Senadores, $19, $22.

Class B—Sargentos Tumbados, $17, $19; Sargentos Cabezones, $17.50, $20; Londres Grande, $18, $20; Londres Chicos, $16, $18; Londres Segundos, $14, $17; Daisy, $16, $18; Pina Grande, $13.50, $15; Pina Chica, $12, $14.

Class C—Corona 1, $20, $23; Corona 2, $18.50, $21; Corona 3, $17, $19; Panetela 1, $22, $24; Panetela 2, $17, $19; Panetela 3, $14, $17; Panetela 4, $14, $16; Panetela 5, $13, $15; Alambrado, $13, $15; Reinas, $14, $18.

Class D—Cadets, $15, $18; Londres 1, $14, $17; Londres 2, $15, $16; Pina 1, $13, $15; Pina 2, $12, $14; Meningitis, $7.50, $9.

Class E—Cheroots 1, $9.50, $11; Cheroots 2, $8.50, $10; Cheroots 3, $7.50, $9; Meningitis, $7.50, $9.

Class F—Rabo de cochino, $10, $11; Rabo de cochino, $8.50, $9.50; Rabo de cochine, $8.50, $9.50.

American Tobacco Experts in Brazil

For some months past a number of American agricultural experts have been working in Brazil under the direction of the Brazilian Federal Department of Agriculture. There are at present nine of these agricultural agents working in this country in the following capacities: One is a specialist on burley tobacco, with headquarters at Pernambuco; two are engaged in the study of the cigar tobacco industry, situated at Bahia; another is investigating the soil for the growing of light tobaccos; another is doing experimental work on testing fruits suitable for planting in this climate, having recently received 1000 fruit trees from California which are to be planted in the State of São Paulo, where he is located; another is engaged on deciduous and citrous fruits, with headquarters in the State of Rio de Janeiro.

It is yet too early to predict what may be accomplished by this corps of agricultural investigators, but there apparently is in Brazil a vast field for this work, especially in the matter of selecting and improving the types of trees and plants now indigenous to this country, and in discovering and combating the numerous insect and plant pests which are prevalent.

British Dealers Rationing Their Customers

The following correspondence from Liverpool to *Tobacco*, the London trade journal, shows what straits English tobacco users are under, and in a certain sense what may happen to some degree in this country:

"It is the general opinion that trying times are ahead for the retail tobacconist. Owing to the shortage of twist tobaccos, many smokers who in normal times never touched anything else are driven to the less satisfying cigarette, with the result that the demand for the cheaper kinds has risen enormously. Owing to the formation of queues of working men outside their premises every night, one leading retail firm have issued ration cards to their regular customers for hard twists and dark flake. This has done away with the queues and will enable the firm to ensure their rationed customers of a regular, although a somewhat restricted, supply of the tobaccos named. The cards are available to the end of August, and what will happen then will depend upon war conditions in the interval. The head of the firm in question informed me that if they had not done this their stocks would soon have been exhausted."

"Turkish" Cigarettes to be Taboo in England

AN old saying is, "A rose by any other name would smell as sweet." We might add that a Turk by any other name would have the same odor he had before. This has been so rank that among civilized nations he has been designated as "The Unspeakable Turk."

These reflections are caused by an article in *The Cigar and Tobacco World*, of London, England, in the current issue of which William E. Vaux agitates the question of adopting a new and correct designation for the cigarettes and tobacco hitherto known as "Turkish," for the reason that these cigarettes are not made in Turkey and the tobacco does not and did not come from Turkey, with the exception of a small proportion, the Latakia, grown in Syria, and some Samsown and Smyrna growths. Mr. Vaux says that the bulk of the tobacco imported from the Levant is Grecian and Macedonian. "In view of the state of war with Turkey, it is as illogical to use the word Turkish as a recommendation as it would be to advertise Hun cigars, because they may have been smoked here before the war. As even the tobacco grown in Turkey proper was nearly all grown by Greek farmers and collected and shipped by Greek merchants, it has been suggested that the class of cigarette and tobacco hitherto known as Turkish should be renamed 'Hellenic.' As matters stand at present, the sale of Turkish cigarettes is hampered by the objection of many consumers to buy what they believe to be an enemy product, and even sellers of cigarettes have been known to refuse to supply 'Turkish' cigarettes, just as most traders would decline to take orders for or advertise German goods."

America has neither the same animosity toward Turkey that England has, nor the same causes for it, as everyone knows who has studied the history and politics of the Orient, but there will be a general agreement with Mr. Vaux on the subject.

His suggestion of "Hellenic" as a new name for the cigarettes would apply to some of them, in another sense, now, and the name would be perhaps a little too classical. Why not "Levant"?

Here is a sentence that has a ring to it. Mr. Vaux says:

"There is no doubt that if the wholesale and retail trade were to adopt a true description for these goods of Allied origin, and to make it known in the advertisements and on the packages that the cigarettes are Hellenic and not Turkish, an increased sale would result, not only in this country, but throughout the British Empire and probably in America as well, where the Turk and his ways with the unfortunate subject-races in the Ottoman Empire are well known. It is an open question whether the use of the word Turkish for cigarettes made in England of Grecian and other tobacco is not contrary to law, even in time of peace; but it is certainly a scandal that the practice should continue in time of war, to the great detriment of our Grecian Allies. It is important that we should show by bringing about a change that we appreciate the fact that the Grecian nation, with its powerful and important ramifications throughout the Near East, is now heart and soul on our side in the fight against tyranny, oppression and ignorance."

Chinese Tobacco in American Cigarettes

The increased shipment of South China tobacco to the United States during 1917 has continued into the present year in even increasing volume, and there is reason to believe the trade will continue after the war. Normally Chinese tobacco can be had at much lower rates, comparatively, than the tobaccos from Turkey and the Near East, which it has been supplanting in the American and Egyptian markets. Shipments of tobacco to the United States through Hongkong last year were valued at $40,910 in the first quarter, $89,471 in the second quarter, $195,180 in the third quarter and $135,913 in the fourth quarter, a total of $461,474, as compared with a total of $110,994 in 1916 and $35,573 in 1915. Before the war shipments were confined to tobacco for the use of Chinese resident in the United States. The exports promise a value of about $125,000 for the first quarter of 1918, or substantially three times the shipments for the corresponding period a year ago.

With the shutting off of the supply of Turkish and Near Eastern tobacco in the United States, a field for the South China product has been opened for use in cigarette mixtures. The variety of South China tobacco being shipped is mostly that known as "Namhung." Most of the supply comes from the vicinity of Sha Ping, in the Hok Shan district of Kwangtung Province. It is generally collected in the large tobacco markets of Fatshan, Canton, but the export business seems to be confined largely, if not entirely, to Hongkong.

The continuation of this trade after the war is largely a matter of silver exchange. At present the high price of silver renders the cost of this Chinese tobacco to American importers well toward twice its normal price. With the return of silver to its normal level and the effectual introduction of this tobacco in American markets and in American cigarette making, it is anticipated that the trade will be continued.

Tobacco Association to Meet at Atlantic City

Mr. G. E. Webb, secretary and treasurer of the Tobacco Association of the United States, has announced that the Board of Governors of the Tobacco Association of the United States has decided to hold the next annual meeting of the association at Atlantic City, June 28, 29 and 30. As directed by the committee having the matter in hand, he has arranged with the management of the beautiful St. Charles Hotel for headquarters during the days of the meeting. He says in part that "very reasonable rates have been obtained and the proprietors of this famous hotel assure me that everything possible will be done for the entertainment of the members of the association and their families.

"I have recently sent out bills to the members of the association for annual dues, and I would most earnestly urge a prompt response, and would suggest that there be no delay in mailing the small checks. In a few days letters will be sent out to all tobacco men who are not yet members, urging them to join, and there never was a time in the history of the association when it was more important for all those engaged either directly or otherwise in the tobacco trade to come into the organization and co-operate in matters that may affect the great industry.

"In this connection I desire to call attention to an impression that some members seem to entertain, and that is—a few men seem to think that if they cannot attend the annual convention meetings, it is useless for them to continue as members or to join the association. This, of course, is a mistake. We are more than glad to have everyone who can do so attend the meetings, but if there are those who cannot do so, they should by all means join the association, and with the small annual dues, and in any other way possible, co-operate with those who are all the time on duty in the interest of the entire trade."

The Rotterdam Tobacco Market

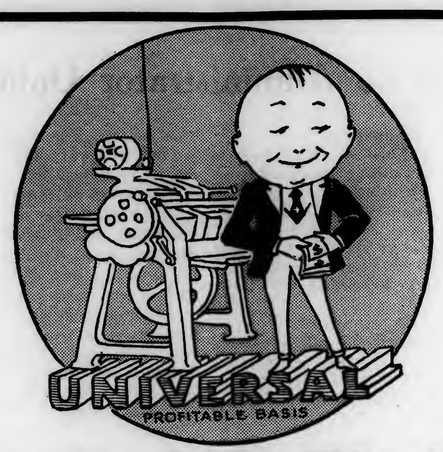
Few tobacco shipments reached the Rotterdam market during 1917, because of transportation difficulties. This condition caused an accumulation of stocks in the Dutch East Indies. Good prices were obtained at Rotterdam by those fortunate enough to have large stocks on hand. During the last year or two expert knowledge of the tobacco trade has been largely replaced by speculation. Of the 1916 Java crop, representing about 600,000 packs, scarcely one-third has been received in Holland. About one-half of the Sumatra crop, estimated at 237,000 packs in 1916, is expected to arrive on the Dutch market. Imports from all other sources have practically come to a standstill. The foreign trade in tobacco from Holland to other European countries is much less than before the war. In 1917 Austria bought only small quantities in Holland. Swedish buyers bought several fine lots of Sumatra. Business with Switzerland was very limited. Since the British have been supplying themselves from other sources, only a few buyers appeared on the Dutch market. German buyers bought only about 40 per cent. of the quantity that they purchased in normal years. About 20,000 packs of Sumatra and a few thousand packs of Java tobacco were shipped to America during 1917. Besides the amount above mentioned, American buyers subscribed to 9000 packs of the old crop during the opening months of 1917. During the year everything reasonably possible was done to supply the Dutch trade. Due to the limited supply on hand, rises in prices were inevitable. The high prices and the lack of supplies from other sources caused the local cigarette industry to flourish. A bill to place a ten per cent. excise tax on the retail tobacco trade was favorably considered.

A. I. Esberg Heads Tobacco Board

Washington, D. C.

The War Industries Board has formed a tobacco section and has selected A. I. Esberg, formerly of the General Cigar Company, of New York, to head it. The duties of this section will consist of handling all questions governing the supply of tobacco articles to the various branches of the Government, formulating the needs of the armed service, allocating the orders among the various branches of the trade and the different factories and, in fact, take up all matters having to do with co-operation between the Government on the one hand and the tobacco interests on the other.

In the absence of Mr. Esberg, who, at the time this story was obtained had not taken active charge of the new office, it is supposed that his section will coordinate the requirements of the various buying offices of the Army, Navy and Marine Corps with respect to tobacco products and arrange sources of supply. Similar action has been taken with respect to a large number of other products and in so far as the Government offices are concerned, such procedure competition one with the other is made impossible and much dissension is eliminated.



How *You* Can Help Win The War

"Economy in the consumption of all things needed by the nation for the winning of the war—the releasing of labor and materials from the pursuits of peace to the business of war—these fundamental necessities of our war program must be understood by all our people if we are to put our whole strength behind our men in France."

Secretary of Treasury,
W. MacAdoo.

You want to back up the Government to your very utmost in the Nation's war program. At the same time you want to conduct your business on a *profitable basis.* Waiting and hoping for the war to stop won't help either the Government or yourself. Follow the example of over 750 wide-awake manufacturers and install the

Universal Tobacco Stripping and Booking Machine

The "Universal" speeds up production. It substitutes machine work for hand work. It not only conserves labor but it saves stock as well. It helps turn out a better product in less time and at a decided money saving.

Get the proof. Let us demonstrate the Universal in your own factory with your own tobacco. You supervise the demonstration. No obligation.

Catalogue and Price List on Request.

UNIVERSAL TOBACCO MACHINE CO.

79 Fifth Avenue, New York

Factory: 98-104 Murray Street, Newark, N. J.

Tobacco Administrator Unlikely

Washington, D. C.

IF one considers the replies of Food Administrator Hoover and Secretary of Agriculture Houston to questions on the subject, it is very apparent that there is no truth to the rumor that a tobacco administrator was about to be appointed. For some time past there has been a great deal of discussion of this subject and the names of many candidates have been mentioned for appointment. Among these, is the name of Marcus L. Floyd, of Hartford, Conn.

At the request of constituents, members of Congress have taken the proposition up with officials of the different departments of the Government most likely to be interested. Their experience has been universally the same—an inability to trace the foundation of the story. The tobacco dealers have been busy sending in letters of protest against any move of this nature, although advocating, if such a step is necessary, that Mr. Floyd be appointed administrator.

Florida is linked with Connecticut in the matter. The nominee was formerly engaged in the tobacco raising business in Florida, moving to New England when the industry took foothold there. He is admired in both places, looked upon as an expert, and declared to be the best man for the job. His qualifications are being brought very prominently to those Government men most likely to be interested in the matter, and it is said that in the event of an appointment being considered, he would have an excellent chance of getting it.

Tobacco Stocks on Hand

Preliminary statistics compiled by the United States Bureau of Census give the amount of leaf tobacco held by manufacturers and dealers in the United States on April 1 as 1,465,168,711 pounds, or 59,035,138 pounds more than on the same date last year. The amount held on January 1 of this year was 1,176,234,657 pounds, and on October 1, 1917, 1,154,056,034 pounds.

Leaf tobacco on hand April 1, 1918, includes 979,842,107 pounds, for which the "Marked weight" was reported (i. e., weight at time it was packed or baled), and 485,326,604 pounds, for which the "Actual weight" was reported. The corresponding amounts included for 1917, were 892,415,653 and 513,717,920 pounds, respectively; for January 1, 1918, 779,292,224 and 396,942,433 pounds, respectively; and for October 1, 1917, 748,864,154 and 405,191,880 pounds, respectively. Allowance should be made for shrinkage on the amounts for which "Marked weight" was reported, in order to ascertain the actual weight. The total for April 1, 1918, includes 1,311,546,640 pounds of unstemmed and 153,622,071 pounds of stemmed leaf tobacco.

The figures relate to leaf tobacco reported as held by manufacturers who, according to the returns of the Commissioner of Internal Revenue, manufactured during the preceding calendar year more than 50,000 pounds of tobacco, 250,000 cigars, or 1,000,000 cigarettes, and by dealers in or manufacturers of leaf tobacco who, on an average, had more than 50,000 pounds of leaf tobacco in stock at the end of the four quarters of the preceding calendar year; and they also cover all imported leaf tobacco in United States bonded warehouses and bonded manufacturing warehouses.

Lancaster Leaf Tobacco Market

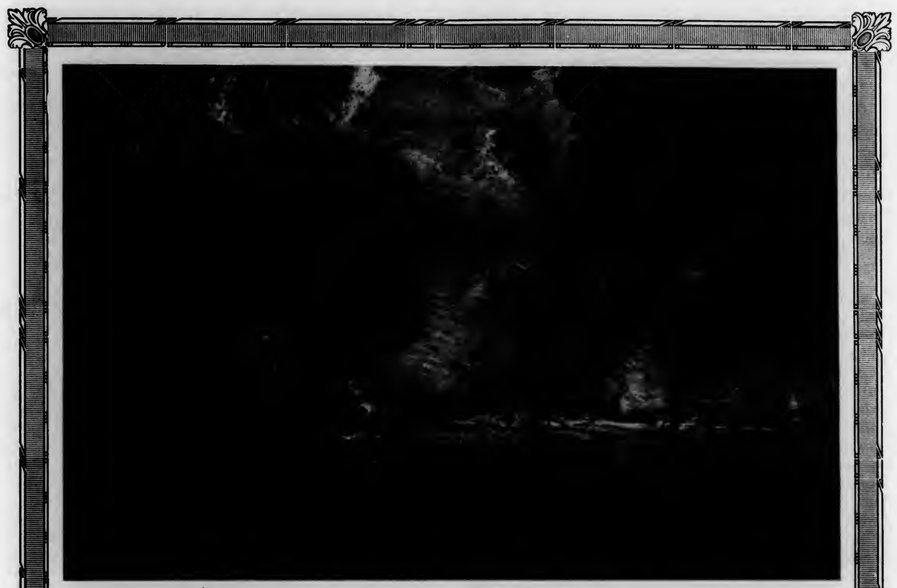
WHILE a large number of growers have considered packing their crops on the profit-sharing plan, and the packers for the past few weeks have been offering greatly reduced prices for the remaining unsold crops, yet a surprising large number of growers have sold at their top asking prices. It is the general concensus of opinion that all unsold crops will now bring major prices.

Since it is generally admitted that the 1918 acreage cannot possibly be increased, the big dealers realize that they must buy every crop offered, as soon as they can get time and space to permit additional packing. A number of the recent sales were made at twenty-eight cents and thirty cents for good wrappers.

At a recent conference of growers it was declared that each individual member must do his share in creating the proposed annual advertising fund to keep all growers well informed during the summer and early fall of market conditions. It was also urged that each grower respond to the call for an additional large and permanent packing fund, with which to protect all last sellers, so that they may have an equally fair chance at the top prices.

Tobias Hershey, of East Petersburg, sold his twenty-five-acre crop this week to Regal & Company, of Reading, for twenty-six cents through. It was the last crop offered in that neighborhood.

R. G. R.



"DEWEY DID IT!" MAY 1, 1898

ON the morning of May 1, 1898, Admiral George Dewey with an American fleet entered Manila Bay and destroyed the Spanish ships of war before Cavite.

The men of Dewey's fleet, the American soldiers and civilians who followed, discovered immediately the admirable qualities of Manila cigars and cigarettes and they became the most enthusiastic patrons of Manila cigar factories. Since then the products of those factories have been improved and every effort has been made to supply cigars of the finest type for the American market.

In the cigar market today ***"Manila"*** means

GOOD SIZES - BETTER PROFITS - BEST VALUES

There is *money* in Manilas.

List of manufacturers and importers on application

MANILA AD AGENCY 546 West 124th Street, New York

LEAF IMPORTS INCREASE

Washington, D. C.

An increase of nearly $15,000,000 in the imports of tobacco during the first three quarters of the present fiscal year, as compared with the corresponding period of last year, is disclosed by figures now being compiled by the bureau of foreign and domestic commerce. Of this increase, the greater part is in imports of leaf suitable for other than wrapper purposes, which show a jump of $12,000,000.

The following tables show in detail the imports of tobacco during the nine months ended with March, and give, for comparison, the figures for the corresponding period of 1917:

	1917	1918
Leaf suitable for cigar wrappers	$3,069,841	$4,860,094
Imported from:		
Netherlands	2,782,210	575,289
Canada	43,628	109,255
Cuba	220,633	225,023
Other countries	59,239	3,950,527
All other leaf	13,910,785	25,810,855
Imported from:		
Greece	1,727,274	10,171,725
United Kingdom	54,188	58,844
Mexico	.....	60,884
Cuba	10,989,490	10,851,974
Other countries	1,139,833	4,667,428
Manufactures:		
Cigars and cheroots:		
From Philippine Is.	1,740,098	2,960,040
Other sources	3,039,123	2,350,182
Cigarettes:		
From Philippine Is.	10,254	7,294
Other sources	27,634	24,787
All other manufactures	84,333	98,065

CIGARETTES LEAD TOBACCO EXPORTS

Exports of manufactures of tobacco during the first three quarters of the fiscal year 1918 reached a new high mark, according to statistics now being prepared by the Department of Commerce, with a total value of $13,877,011, against $10,650,541 during the same period in 1917. Cigarettes, of course, occupied first position among the exports, with a total of $11,186,695.

The following schedule shows in detail our exports of these articles for the first nine months of both 1917 and 1918, as well as the countries to which the bulk of the cigarettes were consigned:

	1917	1918
Cigarettes	$8,131,763	$11,186,695
Exported to:		
Panama	112,825	159,569
China	5,839,009	6,102,952
Straits Settlements	1,328,388	967,680
Siam	333,142	213,858
Other countries	518,399	3,742,636
Cigars and cheroots	35,308	177,760
Plug	1,110,819	1,038,726
Smoking	1,011,867	1,168,574
All other	360,784	305,256

C. L. L.

EXPORTS OF LEAF TOBACCO FALL OFF

Washington, D. C.

A falling off in the exports of unmanufactured tobacco is the only depressing feature of our foreign business as depicted in the figures now in course of preparation by officials of the Department of Commerce. During the first three quarters of the fiscal year 1918, to which the figures apply, our exports of leaf tobacco fell off over $10,000,000 from those of the corresponding period of 1917, leaving the total but a million dollars higher than that of the first nine months of 1916.

The great falling off noted is due to the entire cessation of exports to Denmark and Sweden, and the greatly lessened shipments to a number of other European countries, notably the Netherlands and the United Kingdom. Australia also shows a much lower consumption of this article. On the other hand, as shown by the following table, exports to France and Spain have increased greatly.

	1916	1917	1918
Denmark	$431,230	$1,816,000	.....
France	6,217,802	5,547,071	$8,874,664
Italy	3,784,077	4,296,962	4,256,486
Netherlands	3,985,621	5,885,624	184,739
Norway	779,807	487,920	156,827
Portugal	277,174	232,904	761,966
Spain	616,508	612,615	2,410,885
Sweden	407,608	381,775	.....
Switzerland	347,890	104,065	585,527
United Kingdom	14,389,419	20,246,746	12,914,706
Canada	2,440,848	2,223,706	2,913,736
Mexico	135,474	135,048	205,706
Argentina	145,132	420,926	324,361
China	665,662	1,223,495	1,607,403
Hongkong	407,860	600,767	428,956
Japan	58,361	405,729	268,535
Australia	1,152,011	3,060,264	1,135,876
British West Africa	740,113	1,085,831	1,216,201
French Africa	456,028	371,636	339,117
Other countries	832,047	819,287	1,003,256

TONS OF TOBACCO FOR NORWAY

Washington, D. C.

The exportation of two thousand tons of tobacco to Norway is called for under an agreement recently signed by representatives of the two countries. An explanation of this commercial agreement has just been made by the war trade board. It assures to Norway supplies sufficient to cover her estimated needs, in so far as these can be supplied without detriment to the war needs of this country and her associates, and contains long schedules enumerating the quantities of various commodities which Norway is entitled to receive.

Norway for its part agrees to permit the unhampered export to the United States and its associates in the war of all Norwegian products not needed for home consumption, particularly of ores and minerals, chemical and metallurgical products, timber and wood products, etc. This covers the regular supply of various exports, particularly for the European associates of this country in the war, our own requirements in the way of imports from Norway being relatively small.

GROWERS OF WRAPPERS

Under Shade

in

CONNECTICUT

FLORIDA

and

GEORGIA

AMERICAN SUMATRA TOBACCO CO.

142 Water Street, New York City

NOTES AND COMMENT

A dispatch from Paris, dated May 8, stated that leading French suffragettes are protesting against the new regulations under which women are excluded from the privileges of the distribution of tobacco by card. They regard the application of the restrictive measures to women exclusively as arbitrary and unjust.

Lord Rhonda, of England, having said that "Men would eat more if they could not get tobacco," a thrifty American housewife has laid in a stock of cigarettes, pipe and chewing tobacco for her husband, and ten sons and started a smoking room. The result is still in doubt.

The *Wisconsin Tobacco Reporter* says that "A cigar has made its appearance on the market in which the filler is composed of stems which have been rolled flat for the purpose of adapting themselves to this use, the binder is of the kind manufactured out of paper, colored and flavored, while the wrapper is of the new crop which has not been thoroughly sweated."

Consul General Fuller has reported from Batavia, Java, in a cablegram on May 6, that the Government of the Dutch East Indies had on that day prohibited the exportation of sugar, tobacco, pepper, tea, coffee, copra, petroleum, vegetable oils, hides and skins, except under license.

The Canadian budget law introduced in Parliament, May 1, contains some important increases in the rates of customs duty. Cigars and cigarettes, the weight of the cigars to include bands and ribbons and the weight of cigarettes to include the paper covering, are raised from $3.50 to $4.10 per pound and cut tobacco from 65 cents to 95 cents.

The C. J. Lincoln Company, Little Rock, Ark., one of the largest wholesale drug houses in the Southwest, has announced that on May 15th it will establish a permanent cigar department under the supervision of W. W. Haynie, who has had a long experience in the cigar game. A full line of domestic clear Havana, Porto Rican and Manila cigars will be carried in stock.

Much money is wasted in catalogues partly because they are often sent to disinterested parties, and partly through poor printing and poorer illustrations. However, no such accusation can be made against a recently issued catalogue showing forty shapes and styles of pipes made by Kaufmann Bros. & Bondy. These pipes are shown full-size. The catalogue will be a valuable acquisition to the establishment of every progressive cigar and tobacco merchant.

In reference to a statement by an agitator in the West that "tobacco diminishes the efficiency of the soldiers," it would appear to be certain that the high military authorities know better what they are doing than some people know who are talking.

The Banco Mercantil Americano del Peru, of Lima and Arequipa, Peru, desires to receive catalogues from American manufacturers who want to enter the Peruvian market. The catalogues should be addressed to the bank at Lima, Peru.

In order to transport fruits of a perishable nature so that the growers in Porto Rico may not suffer a loss, all steamship lines plying between Porto Rico and the United States, have agreed not to forward any tobacco during the month of May. Shipments of tobacco will be resumed June 1st.

The Liberty Loan campaign in New York closed on Saturday, May 4, with $10,550,000 to the credit of the tobacco trade of the district, or $550,000 more than the quota fixed by the Government. Mr. Edward Wise, president of the United Cigar Stores Company, when the result seemed in doubt, obtained $450,000 additional subscriptions in one afternoon.

The "Edgeworth" brand has now been added to the long and rapidly growing list of smoking tobaccos taken over by the Government. The "Edgeworth," which has long been one of the favorite pipe tobaccos, was taken over this week, together with "Dill's Cube Cut," "Union Leader Ready Rubbed" ("Union Leader Cut Plug" is not included), "Epicure," "City Club" and "Peachy Dry."

If we imagine we are feeling the pinch of war, listen to this wail from Yarmouth, England: "The pinch of scarcity is becoming as sharp as a serpent's tooth, and from being confined to a few standard lines, has become all but universal. Shag, Woodbines and similar staple lines have been almost a famine, matches have become luxuries. Never, surely, were we so economical with matches. There are homes in this town where one match is used to light the morning fire, and no other match is struck all day, spills being used to start other fires and light up the gas stove. One of our tobacconists, who does some wholesale as well as retail trade in matches, has been supplied with five gross on the strict understanding that he must make them last for six months!"

LUCKY STRIKE Cigarette—a new flavor. It's toasted. Toasting holds the Burley flavor and adds to it. You don't eat raw meat. You don't drink raw coffee. You prefer toast to soggy bread. 95 per cent of your food is subjected to heat before you eat it, because the heating adds to the flavor and improves the taste. Like the greater part of the food which you place in your mouth, LUCKY STRIKE Cigarettes are subjected to heat. THEY'RE TOASTED. Toasting holds the Burley flavor and adds to the taste.

LUCKY STRIKE
The Real Burley Cigarette
It's Toasted

GUARANTEED BY
The American Tobacco Co.
INCORPORATED

DEALERS
There's a Big Demand for
FLOR DE
MELBA
The Cigar Supreme

They're quite a bit better than others. All popular shapes.
Sell for 3 for 25c, 10c straight, 2 for 25c, 3 for 50c and 25c straight.
Our national advertising helps you sell FLOR DE MELBAS.
Thousands of satisfied FLOR DE MELBA smokers help you increase your business.
See your jobber now, or write us

I. Lewis Cigar Mfg. Co. - Newark, N. J.
Largest Independent Cigar Factory in the World

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

WAR SAVINGS STAMPS DELIVERED TO YOUR HOME

Tear Out—Fill In—Hand Letter-Carrier—or Mail to Post Office

TO THE LOCAL POSTMASTER:—Kindly have letter-carrier deliver to me on _____ (Date) for which I will pay on delivery:
_____ (State number wanted) $5. U. S. WAR-SAVINGS STAMPS at $_____ (See prices below) each
_____ (State number wanted) 25c. U. S. THRIFT STAMPS at 25c. each.

Name _____
Address _____

W.S.S. WAR SAVINGS STAMPS ISSUED BY THE UNITED STATES GOVERNMENT

W. S. S. COST DURING 1918

April	$4.15	July	$4.18	Oct.	$4.21
May	4.16	Aug.	4.19	Nov.	4.22
June	4.17	Sept.	4.20	Dec.	4.23

W. S. S. WORTH $5.00 JANUARY 1, 1923

Treatment of Customers

(*Continued from Page 9*)

We buy more and we buy better goods in the cheerful store than we do in the cheerless one. The restaurant managers who furnish music know this and they realize the fact that the diner will buy more and eat and drink, yes, and smoke more with good, lively music going than he will if everything is dull and stupid.

Unpleasant, nervous, personal habits affect a man's salesmanship. A hack, a cough, a sniff, hard to get rid of and apparently insignificant, will repel a good many people. It must be remembered all the while that plenty of buyers, even of cigars, are more or less fastidious and easily disturbed by repellant conditions. This may be less true in the cigar store than in a store patronized by ladies, but it is certainly true for all that and it is well worthy of consideration.

You see, fitting one's self to get on perfectly with people is not a simple matter. It means a study of character with a view to developing it for commercial purposes. It means going beneath the surface in a hundred ways.

There is no limit to the extent a man can go in equipping himself along this line and he may feel certain that his success as a salesman will be in the same proportion as his attention to the development of the qualities I have been discussing here.

Cash Customers' Subterfuges

(*Continued from Page 10*)

jury as a reason why the jury should avoid its duty or fail to find guilt where guilt is shown.

In some States a buyer who afterward made the matter good by paying for the goods, would be released by the courts. While he would still be technically guilty of larceny, the law sometimes looks favorably on the man who refunds his stealings, and will not prosecute him for an offense of which in a sense he has purged himself by payment. All States agree, however, that if he retains the goods and fails to pay, he will be treated as having stolen them.

The right to arrest a dishonest buyer—a very valuable weapon—is often lost by the seller's actions after he has learned of the deceit by which the buyer got the goods. In one case a seller sold goods for cash only. The buyer gave a worthless check, as in the above case. When the seller found it out, he called the buyer up and upbraided him, but got him to give him another check due in a week. He also opened a credit account with the buyer and entered the transaction up as if it had been an ordinary sale on credit. When the second check wasn't paid, the seller had the buyer arrested, but the court said he was too late. His conduct and his books showed that he had elected to treat the matter as a credit transaction.

If the seller, directly or indirectly, *consents* to the buyer keeping the goods, after he learns that he has not paid for them, his right of criminal action is gone.

TOBACCO GROWING IN GREECE

Consul A. B. Cooke, located at Patras, Greece, in a recent report said: "Tobacco growing in this consular district has been greatly stimulated during the past two years by the enhanced prices and by the keen demand for tobacco of Old Greece upon the closing of the Cavalla market by hostilities. The crop of the Province of Aetolia-Acarnania, the only one with which the American market has thus far concerned itself, apparently, was approximately 13,500,000 pounds as compared with 5,000,000 pounds for 1916 and 6,000,000 pounds for 1915. The following table shows the distribution of the crop of 1917 as regards local grades, and also the prevailing prices of the several grades in 1914, 1916, and 1917:

Grades.	Crop of 1917. *Pounds*	Prices per 100 pounds f. o. b. Patras. February, 1914.	November, 1916.	December, 1917.
Patofyllo	800,000	.....	$20.50	$28.50
Tsembelia I ...	1,200,000	$24.28	52.25	[a]
Tsembelia II ..	2,300,000	17.44	38.10	59.25
Tsembelia III .	2,400,000	10.60	22.90	45.50
Aromatic I	3,000,000	40.01	68.25	123.00
Aromatic II ...	2,000,000	33.18	53.75	110.00
Aromatic III ..	1,000,000	15.05	40.90	96.00
Basma	800,000	48.22	64.00	123.00

[a] None offered.

"Tobacco invoiced through this consulate for the United States during 1917 amounted to 549,038 pounds, with a declared value of $990,682, as compared with 95,753 pounds for 1916, with a declared value of $42,853."

MANILA TOBACCO EXPORTS TO U. S.

The Collector of Internal Revenue of the Philippine Islands has issued the following statement showing by quarters the number of cigars and the quantity of tobacco leaf and partially manufactured tobacco exported to the United States during the first quarters of 1916, 1917 and 1918:

CIGARS.

Quarter	1916.	1917.	1918.
First	19,983,159	44,123,687	58,666,616

LEAF TOBACCO.

Quarter	1916. *Kilos.*	1917. *Kilos.*	1918. *Kilos.*
First		231,430	94,425

PARTIALLY MANUFACTURED TOBACCO.

Quarter	1916. *Kilos.*	1917. *Kilos.*	1918. *Kilos.*
First	37,394	402,631	559,459

HANDLING THE PROSPECT

"Sorry, Brown," said the doctor after the examination. "You're in a very serious condition. I'm afraid I'll have to operate on you."

"Operate!" gasped Brown. "Why I haven't any money for an operation. I'm only a poor working man."

"You're insured, are you not?"

"Yes, but I don't get that until I'm dead."

"Oh, that'll be all right," said the doctor, consolingly.—"Drug Topics."

W D C
TRADE MARK

The Importance of Getting The Full Retail Price

SEVENTY-FIVE cents is a fair retail price for a good French Briar pipe. The retail merchant who asks less is not just to himself.

Pipe smokers will pay 75 cents or more. Men who buy pipes know conditions. They know that all materials cost more—that labor costs more. They are earning more and can afford to pay their share of the added cost.

Every jobber, every jobber's salesman, should advise his retail customers to get full value for the pipes they sell.

The retail merchant who sells the well-known, well-advertised W. D. C. pipes will have no trouble getting 75 cents for all regular pipes formerly sold at 50 cents, and increased prices on all other briar pipes in proportion.

The retailer is entitled to his full and fair profit.

WM. DEMUTH & CO.
230 Fifth Avenue—New York
World's Largest Pipe Manufacturer

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

TURKISH CIGARETTES
CADO COMPANY, INC.
145 Lafayette Street - New York City
BRANDS { Fifty-Six - - - - - 10 for 25c
Cado - - - - - 10 for 15c
Water Lily - - - - - 20 for 15c

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.
LIVE DISTRIBUTORS WANTED

Cork Tips **Cork Bobbins**
BOUCHER CORK & MACHINE COMPANY, Inc.
122-222 WEST 18TH STREET NEW YORK

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Notes and Comment

The Tobacco Products Corporation has declared a regular quarterly dividend of $1.50 a share on the common stock, payable in scrip on May 15 to stock of record May 9. The scrip matures May 15, 1920, and bears interest at the rate of seven per cent. per annum. Payment of the dividend in this manner has received the approval of the Capital Issues Committee of the Federal Reserve Board.

The War Trade Board is understood to be considering the matter of letting certain Sumatra tobacco into the United States aside from that covered by its restricted list which permits entry only to such shipments as have been made by May 13. Details of the matter are not available. No general permission to import Sumatra tobacco is expected.

An English trade journal says: "With regard to the future of German trade in Bahia (Brazil) after the war, it is perhaps too early to say that the monopoly is definitely broken, but it has undoubtedly received a bad blow. A number of Brazilian firms who were just able to struggle along before the war have made large fortunes in the last eighteen months, and will not only be wholly independent of German money in future, but will be keen competitors."

The Philippine National Bank, from its New York agency in the Woolworth Building, announced May 3 the receipt of a $50,000 subscription to the Liberty Loan from the Island of Guam. This subscription is one of the most welcome that has been received, in view of the fact that the island is little more than a naval coaling station. It is located in the Pacific Ocean, hundreds of miles east of Manila.—*Tobacco.*

The Bureau of Commerce and Industry has been created by the Philippine Legislature for the purpose of promoting the commercial interests of the islands and to stimulate interest in Philippine products abroad. The provisions of the law are very extended, and as the bureau is in charge of James J. Rafferty, who is well qualified to carry out the work for which it was created, it must inevitably prove a valuable factor in establishing still closer trade relationship between the islands and the United States.

The tobacco crop in the Orange Free State, South Africa, is estimated on the whole to be twelve per cent. below normal in growth. Subjected to the disadvantage of too much rainfall, the report shows that the Transvaal crop is not in a satisfactory condition, and estimates of eleven to twenty-one per cent. below normal are given for several important producing areas. A comparatively small quantity of tobacco is produced in the Orange Free State, but that which is grown is cultivated in the Vredefort district, where the crop is estimated to be, on the average, five per cent. below normal.

SHADE-GROWN INDUSTRY MAY BE EXTENDED

Washington, D. C.

There is quite a possibility that more land will next season be devoted to tobacco raising, despite all sorts of discussions to the effect that present tobacco lands should be turned into wheat fields. It is understood that Government agents are preparing statistics on tobacco production, having in view a possible extension in the event that it is shown that this can be done without encroaching upon farm lands.

In this connection it is said that the shade-grown tobacco industry will be extended to take in additional land. It is found that tobacco products are to be required in larger quantities for the army and navy than expected, and production, therefore, is due for an increase.

QUEER WAY OF SMOKING

When you sit down comfortably with your pipe, tobacco and matches, intent upon a quiet smoke, it probably doesn't strike you that there are smokers of other races who go about wooing the goddess Nicotine in very odd ways. The natives of South Africa are inveterate smokers, but some of them indulge in the habit in a distinctly queer fashion. The "pipe" is made by thrusting two sticks into the ground so as to meet at an angle; when they are withdrawn two tunnels are left behind. A hollow reed is stuck in one hole, and the tobacco placed in the other and lighted. Before beginning operations the native fills his mouth with water, drawing in the smoke with a gurgling sound and blowing out the water and smoke through a second reed. A poor way of smoking to a white man, but the Kafirs are very fond of it.—*Wide World Magazine.*

MOVED TO THE HEAD OF THE ALPHABET

A story is told of an old negro who had accumulated his savings in a bank in one of the Southern towns, says the Columbus *Dispatch.* One day the bank failed.

Zeno was the name of the old man, and when told the bank had failed he spent hours around the door, as if he hoped in that way to get his money.

One day the receiver said to him: "Don't you know that the bank has to be examined before any depositors can get their money? This is not the first bank that has failed."

"Shore, Ah knows dat." Zeno answered. "Ah's heered tell of banks bustin' before dis, but dis heah am de fust time dat a bank evah busted right squah in mah face."

At last the examinations were over and the receiver announced that the depositors would be paid in alphabetical order. Some mistake had been made in figuring, and when they got down to Ws the money gave out and Zeno lost his savings.

But he didn't lose all his courage. He saved for a few months and had a little to put in another bank. He went to the cashier, who said:

"All right, Zeno, we will be glad to open an account for you."

"Zeno nuthin'," he said. "Mah name ain't Zeno no moh, mah name's Aaron."

BOLD
the cigar
"Above All"
still continues to gain in popularity daily owing to its uniformity of workmanship combined with the perfect blend of selected tobaccos.
BOLD
SIX CENT CIGAR
Bobrow Bros. *Phila.*

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Especialidad Tabacos Finos de Vuelta Abajo
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THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
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HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

H. NEUBERGER COMPANY
Incorporated
130 Water Street
New York
IMPORT EXPORT
LEAF TOBACCO

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306 NO. THIRD STREET, PHILADELPHIA

IMPORTS OF CIGARETTE PAPERS INCREASE

Washington, D. C.

A great increase in the imports of cigarette books, covers and paper will be shown with the publication of statistics now being compiled by the bureau of foreign and domestic commerce of the Department of Commerce. During the first three quarters of the present fiscal year, ended with March, imports of this article amounted to $6,009,525, as compared with $2,683,928 during the corresponding period of the fiscal year 1917, and but $791,982 during the first nine months of 1916.

The value of pipes and other smokers' articles imported also reached a high mark with the close of this quarter, amounting to $420,743, as compared with $86,990 in 1917, and $94,814 in 1916.

INTERNATIONAL

Confidently I struck a "safety match"
made in Japan, on an "impregnated" box
made by special process in Sweden,
and the match ignited,
and I lighted with it
tobacco blended in England,
in a pipe from Italy,
thereby kindling an entente cordiale!
Faded in smoke? The idea!
The spirit of the thing lives;
the pipe is the pipe of peace
and the spirit of the red man
presides at the council.
While the Anti-Tobacco League
throws a conniption fit
in the middle distance,
adding to the joy of the occasion!

—*From the Chicago News.*

THE REWARD OF VALOR

A French lieutenant, recently from the front, was in Washington on business for his government, where he was approached by a pretty American girl, who said:

"And did you kill a German soldier?"

"Yes," he replied.

"With what hand did you do it?" she inquired.

"With the right hand," he said.

And then the pretty American girl seized the right hand and kissed it, whereupon an American officer who was standing nearby strolled over to the lieutenant with this late advice: "Heavens, man, why didn't you tell her that you bit him to death?"—"Burt Box."

ACCUSED OF HOARDING

Mrs. Crimsonbeak—"Thought you were going to give up a lot of things during the war?"

Mr. Crimsonbeak—"That's my idea."

"Don't you suppose I can notice your breath?"

"What's the matter with my breath?"

"Matter with it? Smells as if you'd been hoarding cloves!"—*Yonkers Statesman.*

Cannot Stipulate Price

THAT manufacturers, wholesalers or jobbers have no right to stipulate the price at which their products shall be sold at retail, to refuse to sell to dealers failing to adhere to set resale prices, or to discriminate in their dealings between such retailers and retailers who do adhere to the resale prices, is the stand taken by the Federal Trade Commission in the cases now before it raising the question of the right of manufacturers and others to maintain resale prices. The first formal decision to this effect has just been rendered and is to be followed by a number of others in the immediate future.

After full consideration the commission has decided to issue complaints against all business concerns who refuse to sell unless the purchaser will agree to maintain a resale price affixed by the seller. The case just decided—that of a manufacturer of patent medicines—is the first formal finding to that effect. In it, it is held that when once an article has passed from the maker to a purchaser, he owns it, and the owner of such article may sell it at any price that he chooses provided he does not himself sell it at such a price as to be below cost, and thus thereby enter into unfair competition with other retailers selling the same article.

The order issued, upon which succeeding orders will be patterned, forbids the company at fault to do any of the following things:

Indicate to dealers the prices for which its products shall be resold.

Secure agreements from dealers to adhere to such prices.

Refuse to sell to dealers who fail to adhere to such prices.

Refuse to sell to dealers who fail to adhere to such prices upon the same terms as to dealers who do so adhere.

Furnish any advantage to dealers who adhere to the resale prices, while refusing similar treatment to dealers who do not adhere to those prices.

"Some of the most distinguished lawyers in the United States have appeared before the commission to argue this question," it was declared in announcing the decision, "as well as many of the leading business concerns of the country, some of whom have insisted that the maintenance of resale prices was proper while others have contended that it was not. Almost all of the large department stores of the country have been heard in opposition to it.

"This decision is going to be open to considerable controversy in relation to the subject matter thereof, and the matter will probably have to be settled by an act of Congress in the manner suggested by Justice Brandeis in his concurring opinion in the Supreme Court in the case of the American Graphophone Company. The Stephens bill, which is now in Congress, is in relation to that matter, but in the estimation of many business men and others it is thought to be broader than it should be. It may be that resale prices can be so regulated by placing the power somewhere, protecting against unfair prices as to make it work equitably, and to be a fair method of competition in commerce, but that question will undoubtedly have to be settled by Congressional action."

—IF—

You want to sell a factory

You want to buy a factory

You want a partner

You want to sell machinery or equipment

You want to buy second-hand machinery or equipment

You want to sell scraps, cuttings, etc.

You want to buy scraps, cuttings, etc.

You want superintendents, foremen, etc.

You want to reach manufacturers, jobbers, retailers, clerks and salesmen, try a classified ad in

The Tobacco World

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

LIBERTY CLUB:—40,605. For cigarette paper in books. April 20, 1918. Solomon Schoenberger, Pittsburgh, Pa.

CLAY MONTAGUE:—40,606. For cigars, cigarettes, cheroots and tobacco. April 22, 1918. Heywood, Strasser & Voigt Litho. Co., New York City.

CASINO CLUB:—40,607. For all tobacco products. April 10, 1918. American Litho. Co., New York City.

SIX-TEX:—40,608. For all tobacco products. March 26, 1918. American Litho. Co., New York City.

PERLAS DEL PACIFICO:—40,610. For cigars. April 23, 1918. Philippine Tobacco Co., Manila, P. I.

HAPPY HIT:—40,611. For tobacco manufactured in all its forms. April 22, 1918. The American Tobacco Co., New York City.

LORD NELSON:—40,612. For cigarettes only. April 15, 1918. F. & E. Soter Co., New York City.

CAMP GRANT:—40,618. For cigars, cigarettes and tobacco. April 29, 1918. Grommes & Elson, Chicago, Ill.

TROJAN GIRL:—40,619. For all tobacco products. April 29, 1918. American Litho. Co., New York City.

AMERICAN CODE:—40,620. For all tobacco products. April 26, 1918. S. Gryzmish & Sons, Boston, Mass.

BUNKIE:—40,621. For cigarettes and tobacco. April 10, 1918. Jno. J. Bagley & Co., Detroit, Mich.

SUPEROMA:—40,622. For all tobacco products. April 26, 1918. American Litho. Co., New York City.

DJER KISS:—40,623. For cigars, cigarettes, cheroots and tobacco. April 9, 1918. Pasbach-Voice Litho. Co., New York City.

OUR NEW GRAFT:—40,624. For all tobacco products. April 25, 1918. White Cigar Co., Attica, Ind.

INNER LIGHT:—40,626. For cigars, cigarettes and tobacco. April 30, 1918. W. R. Kearns, Rockville Centre, Long Island, N. Y.

LORD READING:—40,627. For all tobacco products. May 2, 1918. American Litho. Co., New York City.

TRANSFERS

DUKE OF WELLINGTON:—6,009 (Trade-Mark Record). For cigars. Registered August 17, 1889, by Baker & DuBois, New York City. Was acquired by various transfers by Gradiaz, Annis & Co., New York City, and re-transferred to Havana Production Co., Inc., New York City, February 21, 1918.

DAVID GARRICK:—32 654 (U. S. Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered February 7, 1907, by Wm. Steiner Sons & Co., New York City. Transferred to Platter Tobacco Co., Dallas, Tex., and re-transferred to Boren Stewart Co., Dallas, Tex., July 1, 1915.

DAVID GARRICK:—(U. S. Tobacco Journal). For cigars and cigarettes. Registered June 11, 1885, by Lichtenstein Bros. Co., New York City. By various transfers was acquired by Platter Tob. Co., Dallas, Tex., and re-transferred to Boren Stewart Co., Dallas, Tex., July 1, 1915.

LITTLE GARRICK:—38,241 (U. R. B.). For cigars, cigarettes and tobacco. Registered July 19, 1913, by Platter Tob. Co., Dallas, Tex. Transferred to Boren Stewart Co., Dallas, Tex., July 1, 1915.

LITTLE DAVID:—38,242. For cigars, cigarettes and tobacco. Registered July 19, 1913, by Platter Tob. Co., Dallas, Tex. Transferred to Boren Stewart Co., Dallas, Tex., July 1, 1915.

MUSIC:—(U. S. Tobacco Journal). For cigars. Registered December 20, 1883, by Wilkinson Gaddes & Co., Newark, N. J. Transferred to American Litho. Co., New York City, N. Y., April 26, 1918.

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

FOR SALE—SHORT FILLER SCRAP, made from all Ohio tobacco, price 30 cents. Also have fine lot Dutch tops for sale. Will buy low grades of all kinds. C. C. Ehrhart, Versailles, Ohio. Factory No. 9, Tenth District.

FOR SALE—Twenty-four Miller, DuBrul & Peters suction tables, in perfect condition. For a quick sale a very low price will be accepted. Address Box 151, "The Tobacco World."

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

HELP WANTED

WANTED—STRIPPER FOREMAN FOR LARGE WESTERN MANUFACTURER. Must be competent and reliable. Permanent position to the right man. Reference required. Address "Western," care of "Tobacco World."

WANTED—AN EXPERIENCED MAN, to take charge of casing department of large Philadelphia cigar house. Thorough knowledge required. Others need not apply. Box 233, care of "Tobacco World."

WANTED

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made.
J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

UTMOST:—31,142 (Tobacco World). For cigarettes. Registered September 9, 1915, by S. N. Isaacides, Boston, Mass. Transferred to D. Serabian, Boston, Mass., April 30, 1918.

Frank Farrington's articles on cigar store salesmanship are well worth the time required to read them.

The war is drawing trade lines closer and closer. When you are working to help win this war, you are working to help maintain your business.

The Union-American Cigar Company has declared a dividend of one per cent. on preferred stock payable May 15, 1918, to stockholders of record April 30, 1918.

Announcements have been sent out of the removal of Charles Landau on May 1st to 45 Wall Street. Mr. Landau, in addition to being proprietor of the El Trovador cigar factory in Havana, is agent for a number of imported brands.

To care for growing business William Demuth & Company are erecting a four-story addition to their factory on Park Avenue, Richmond Hill, L. I. The entire first floor will be used as a lunch room. With the additional floor space of the annex the factory will have a total of 175,000 square feet devoted to the manufacturing of pipes and smokers' articles.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
INCORPORATED
LOUISVILLE, KY., - - U. S. A.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

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We have on hand quite a number of very attractive Stock Labels, which we are closing out *with all rights to the title and design.*
This enables anyone to acquire a *Private Label* at a very insignificant cost. Write for samples and particulars.
LOUIS E. NEUMAN & CO.
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Finest Imported Cigar Bands and Labels. Also GUMLESS Bands
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Write for Sample Card and Price List to Department W
WM. WICKE RIBBON COMPANY
Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain
WOODHAVEN AVENUE, GLENDALE, NEW YORK

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
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Sole Owners and Manufacturers
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MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET, LOUIS G. CAVA, Mgr.

CIGAR LABELS OF HIGHEST QUALITY CIGAR BANDS SHOW CARDS FOLDING BOXES, ETC.
Wm. STEINER, SONS & CO.
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LITHOGRAPHIC SPECIALISTS
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EXCLUSIVE MANUFACTURERS OF SPECIAL PROCESS CIGAR BANDS

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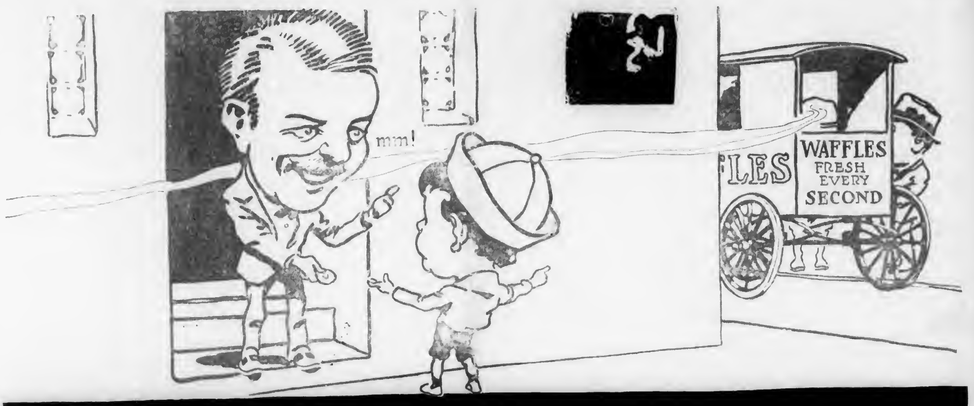


HOW do you know the Waffle man's around?

"Your Nose Knows"

And you were never a real boy if you've forgotten that delicious *fragrance* of a crisp, red-hot one with powdered sugar. Doesn't it tempt you even now? that irresistable *fragrance!* "M—M". *Fragrant* memories are the most lasting. What "your nose knows" *you know* for keeps. That is why once a smoker of Tuxedo—always a smoker of Tuxedo.

It's simply *pure fragrance* that makes

Tuxedo

The Perfect Tobacco for Pipe and Cigarette

A *pure fragrance* that comes from Nature's best Burley tobacco leaf —"Blue Grass" *fragrance,* put there by the sunshine of Old Kentucky where Tuxedo is grown and ripened and blended—a *fragrance* your nose *always* knows.

Try this Test:—Rub a little Tuxedo briskly in the palm of your hand to bring out its full aroma. Then smell it deep—its delicious, *pure fragrance* will convince you. Try this test with any other tobacco and we will let Tuxedo stand or fall on your judgment—

"Your Nose Knows"

Guaranteed by
The American Tobacco Co.

VOLUME 38 NO. 11

The TOBACCO WORLD

JUNE 1, 1918

The United States War Board, notwithstanding a strict embargo on all leaf tobacco exists to-day, has issued to our company special licenses to import the necessary supply of 28,000 bales of Sumatra tobacco, and 5,000 bales of Java tobacco. This tobacco will be imported from the Dutch East Indies with the greatest possible dispatch. We are confident that about 12,000 bales of Sumatra will leave the last of this month.

This license was granted upon our assurances to the Government authorities that this tobacco would be fairly distributed among all cigar manufacturers needing Sumatra tobacco, and further that this tobacco would be distributed at a stipulated profit over cost and expenses.

We suggest, therefore, that such manufacturers, both in the United States and Canada, who have not already subscribed with this company, communicate with any of the undersigned firms, in order to make the necessary arrangements for one year's supply of tobacco, to be delivered in New York upon arrival of the above quantity.

On account of war conditions, our expenses were high, but it is our endeavor to bring Sumatra tobacco within the reach of all cigar manufacturers anxious to make good cigars.

Sumatra Purchasing Corporation

138 Front Street, New York

H. DUYS & CO., Inc.,
170 Water Street,
New York.

CULLMAN BROTHERS,
161 Front Street,
New York.

E. ROSENWALD & BRO.,
145 Water Street,
New York.

KRUSE, QUANJER & CO.,
152 Water Street,
New York.

MADE IN BOND

FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

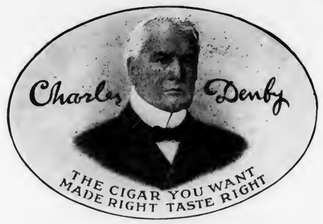
CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

"The Cigar that holds the confidence of the smoker pays retailers best"



This is the brand that is leading the trade everywhere to a full appreciation of the value of standard made cigars

The **"CHARLES DENBY"** satisfies the smoker because it is good, and the merchant because it sells.

H. FENDRICH, EVANSVILLE, IND.
Makers of good cigars for over 67 years

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY: TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.
To Dealers:- Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.
P. B. GRAVELY TOBACCO CO. DANVILLE, VA.
DEPT. A

BAYUK BROS.

"HAVANA RIBBON"

THE PERFECT CIGAR

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.
PHILADELPHIA

ROCKY FORD CIGAR

HAND MADE — DELICIOUS FLAVOR

MANUFACTURED IN OUR NEWARK, N. J., FACTORIES

We also manufacture, at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 2 for 5c—3c each and 3 for 10c., giving the Jobber and Retailer an exceptional margin of profit.

UNION AMERICAN CIGAR CO.
General Offices, Pittsburgh, Pa.

For Gentlemen of Good Taste

San Felice CIGARS

The Deisel-Wemmer Co.,
LIMA, O.

K B&B

DINWOODIE

The Pipe with the Inbore Tube

Handmade throughout, finest quality, specially selected Italian Bruyére, solid block vulcanite mouthpieces and solid sterling silver bands.

The 24 styles of Dinwoodie are now made with an aluminum in-bore tube. This tube prevents the pipe from becoming saturated with nicotine and obviates the necessity of cleaning the stem.

Illustrated Catalog and Prices on Request

Kaufmann Bros. & Bondy
The Oldest Pipe House in America
33 East 17th Street : New York, N. Y.

STICK TO Cinco - IT'S SAFE

The smokers who buy and the dealers who sell 200,000,000 Cinco Cigars, a year appreciate the protection of a brand manufactured with 68 years experience and with the most painstaking consideration for quality – and quality alone

FISENLOHR'S Cinco CIGARS

6 cents - *to preserve the quality*

"And David took a stone, and slang it, and smote Goliath in his forehead, that the stone sunk into his forehead; and he fell upon his face to the earth."
—I. Samuel: 17; 49.

The modern David and Goliath

THE fight for ***dominance*** in your field of business activity is not unlike the David and Goliath feud of Biblical times. Goliath, a hardened, ruddy warrior always, threatened with extravagant claims to dominate by ***might*** and ***brute force,*** but went down to ***defeat*** at the hands of David, a shepherd youth, unskilled in warfare, but equipped with ***grim determination,*** and a knowledge of what was ***true*** and ***right,*** and further possessed of an accurate aim with his sling.

It was the ***accurate aim*** that ***won*** the battle for David with his ***first*** shot.

So in advertising, the ***first*** and most important consideration is to ***be sure your aim is right.*** If directed to the right men, and your ammunition (copy) has the punch, your results in the battle for business are ***assured.*** Dominance in your field is then simply a matter of ***stick-to-it-ive-ness.***

Don't scatter and ***waste*** your advertising shots without aim, by careless and wasteful methods—concentrate, aim and fire at the ***buyers*** who are ***vitally interested*** in ***your proposition***—the readers of

The Tobacco World

236 CHESTNUT STREET

PHILADELPHIA

REMEMBER-IT'S THE AIM THAT COUNTS!

Copyright 1918.

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The Tobacco World

Established 1881

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FACTORY BRANDS:
BOUQUET DE PARIS
FAVORITA ESPANOLA
LONDON JOCKEY CLUB
EL MARVELO
JUANA DIAZ

Neudorf's
BOUQUET DE PARIS
"The Havana Cigar of Exclusive Mildness"

The cigar that is PREFERRED by United States Senators, Eminent Bankers, and other professional men who are exceptionally discriminating. This proves the unusual merit of Neudorf's *Bouquet de Paris* Cigars.

Write at once for prices and territory

MINDEN & DAVIS
MANUFACTURERS
1809-1811 First Ave. - New York City

H. S. LOEWENTHAL S. LOEWENTHAL B. LOEWENTHAL
S. Loewenthal & Sons
Importers of Havana and Packers of Leaf Tobacco
123 MAIDEN LANE, NEW YORK

WANTED—By largest firm in the trade to represent in India a first-class American Tobacco Factory. Tobaccos to be packed in ¼-lb. vacuum tins, cigarettes in fifties—vacuum tins, and one or two brands in sliding paper packets of 10.
D. MACROPOLO & CO., Calcutta, India.

ESTABLISHED 1867
Y. Pendas & Alvarez
WEBSTER
CLEAR HAVANA
CIGARS
Our Motto: "QUALITY"
Office and Salesroom, - 801-803 THIRD AVE.
NEW YORK CITY

MURIEL—and the Retailer's Profit

With a quality that pleases the consumer, with a popularity that permits a quick turn-over and a price that provides legitimate profit, Muriel Cigar is one of my best bets. ANY WISE RETAILER.

Neither Quality nor Advertising can make a *lasting* success of a cigar if the Retailer's legitimate Profit is ignored.

Every step in the wonderful development of Muriel—every new size, every new selling idea—considers first the Retailer's Friendly attitude.

"Quality" –"Popularity"—"Profit" is Muriel's slogan to the Retailer.

Retailers desiring to make purchase of "The most talked-about cigar in the U. S. A." will be gladly given name and address of our nearest distributor upon request.

P. LORILLARD & COMPANY, Inc.
119 West 40th Street New York

Volume 38

THE TOBACCO WORLD

Established 1881

Number 11

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, June 1, 1918 Foreign $3.50

Sumatra Leaf to be Sold at Stipulated Prices Following Tobacco World's Suggestion

THE tobacco belonging to the Sumatra Sales Company, consisting of about 1200 bales, will be for sale on June 3rd, and will be distributed at the offices of the participants of the Sumatra Sales Company, at a stipulated price. Preference will be given to those manufacturers who have not sufficient tobacco on hand to see them through until next September, when the tobacco of the new crop will have arrived."

This is an authoritative announcement from the Sumatra Sales Company.

FOLLOWING editorial criticism in the TOBACCO WORLD of April 15th, of the inscription method which it was proposed to use again in disposing of some additional bales of 1916 Sumatra tobacco, the Sumatra Sales Company announces that 1200 bales of the tobacco will be for sale on June 3d and will be distributed *at stipulated prices* at the offices of the participants of the Sumatra Sales Company, H. Duys & Company, 170 Water Street; E. Rosenwald & Brother, 145 Water Street; Kruse, Quanjer & Company, 152 Water Street; L. Schmid & Company, 138 Water Street; Cullman Brothers, 161 Water Street.

Cigar manufacturers who have not enough tobacco on hand to see them through until next September will be given preference, and such manufacturers will be allowed to purchase only according to their needs.

This change of attitude on the part of the Sumatra Sales Company is a great victory for the small cigar manufacturers, as they will be able to buy not only according to their needs, but more important still, *at stipulated prices* instead of bidding for it. By not holding an inscription the Sumatra Sales Company has undoubtedly relinquished a large prospective profit, but on the other hand this attitude indicates that they feel that the protection of the trade is the most important matter before them.

The continued claim that this tobacco is to be sold by an inscription method (by sealed bids) is absolutely denied by the Sumatra Sales Company.

The above statements regarding the method of distributing these 1200 bales of Sumatra are taken from a signed letter from a member of the Sumatra Sales Company, and which authorizes the statements herewith.

Following the statement in a tobacco trade publication of the date of May 25th, that this tobacco would be sold by a "limited-inscription" method, the TOBACCO WORLD immediately got in touch with a member of the Sumatra Sales Company who said: "This tobacco will not be sold by sealed bid, regardless of any statements to the contrary."

Whether there is some dissension among the members of the company as to the method of disposing of this tobacco which may have caused confusing statements to be made we are unable to state, but we have every reason to believe that the method of sale announced by the TOBACCO WORLD is the method that will be employed.

Indications are that every effort will be made to help out the small manufacturer and to see that he gets enough tobacco to tide him over until the next crop arrives. And it is of further importance, when the rising costs of cigar production are taken into consideration, that *stipulated prices* will prevail, thus removing the competitive elements usually resulting in abnormally high prices.

In this connection the TOBACCO WORLD desires to call to the attention of manufacturers who have not already arranged for their supply of new Sumatra, to get in touch with any members of the Sumatra Purchasing Corporation, consisting of H. Duys & Company, E. Rosenwald & Brother, Cullman Brothers, and Kruse, Quanjer & Company, and make such arrangements at once. The small cigar manufacturer can be assured that in dealing with the Sumatra Purchasing Corporation, his purchases will be supplied to him on the same basis of profit as those which will be supplied to the larger manufacturers.

About 1200 bales of the Sumatra leaf to be disposed of by the Sumatra Sales Company will be distributed at the various offices of the members of the company, beginning June 3d and continuing until the entire lot is sold.

Tobacco Made Part of Army Rations

Washington, D. C.

TOBACCO has been made a regular part of the regular rations of the troops at the front, according to an announcement by the War Department, in compliance with recommendations from General Pershing that this be done. Each man in the American Expeditionary Forces will receive daily four-tenths of an ounce of smoking tobacco and ten cigarette papers. Other articles may be substituted for these, where soldiers do not use a pipe or cigarettes.

According to officials of the War Department, shipments of tobacco for this purpose have already gone abroad and extensive supplies have been purchased to insure the having on hand of a sufficient stock at all times. The recent commandeering of the entire output of "Bull Durham," it is now known, was accomplished that the product of the plant might be used for this purpose.

The details of distribution will be left to the quartermaster forces in France, as it is realized that they are best fitted to plan its delivery. The men will be permitted to draw their ration in cigarette tobacco and papers, as outlined above, or in plug tobacco for chewing or for use in pipes, or in cigarettes already rolled. Where ready-made cigarettes are chosen, the daily allowance will be four cigarettes.

The inclusion of tobacco as a part of the regular rations of the Army has been accomplished over the protests of thousands of "reformers" who, remaining in safety and seclusion at home, have no idea of the conditions which prevail across the water. The pleas of these people that the soldiers' comfort be sacrificed that their souls might be protected from the contaminating tobacco were at first heeded, but Secretary of War Baker's recent trip to the front disclosed many things which were heretofore unknown to officials and the inclusion of tobacco in rations is but the first of a number of changes expected to be made as a result of his visit.

Up to this time, the soldiers have been dependent upon the Red Cross, the Y. M. C. A., and upon packages from home for their supplies of smoking materials, and their home supply was cut off a short time ago by orders from the War Department limiting the articles to be sent by friends and relatives to such things as were absolutely necessary. The tobacco sold by the Red Cross and other agencies was priced as low as possible, the prices usually being slightly below the home prices, but, nevertheless, it was difficult for some of the men, endeavoring to send home all of their pay possible, to keep comfortably supplied.

Officials in the War Department and officers of the Army realize and admit that the allowance of four-tenths of an ounce a day is somewhat limited, but point out that it is better than nothing and that, furthermore, it is the best that can be done at this time. It is probable that if the experiment proves successful—as it undoubtedly will—the allowance will be increased.

At the same time, the Red Cross and other organizations will continue to sell tobacco so that soldiers who use more than their daily allowance will still be able to get all they wish. One effect of making tobacco a part of the regular ration will be to secure its delivery promptly to the men, no matter where they may be. It has been found difficult to secure sufficient supplies for the men in the trenches under the old method, but in this way the tobacco will go forward with their food, the War Department obligating itself to get smoking materials to the troops as much as it already was obligated to feed them in every emergency.

C. L. L.

Tobacco Section of War Industries Board

The War Industries Board has just issued a directory showing the names and location of its personnel. There are several sections of the board with which members of the tobacco industry will have business, the most important of these, of course, being the Tobacco Section, headed by A. I. Esberg, chief, Room 12, telephone branch No. 223. Associated in the work with Mr. Esberg are the following:

Colonel J. W. McIntosh, Army representative;

Assistant Paymaster E. D. Stanley, Navy representative;

Captain L. J. Hughes, Marine Corps representative;

Major Seth Williams, Marine Corps representative.

The War Industries Board itself is headed by B. M. Baruch, the following being the other members: R. S. Brookings, Brig.-Gen. Palmer E. Pierce, Rear Admiral F. F. Fletcher, Hugh Frayne, Judge Edwin B. Parker, George N. Peek, J. L. Replogle, L. L. Summers, Alexander Legge. H. P. Ingels is the board's secretary.

The Price Fixing Committee has Mr. Brookings as its chairman; the Labor Division is headed by Mr. Frayne; James A. Carr is business manager for the Allied Purchasing Commission; Alexander Legge is chairman of the Requirements Division; Mr. Peek is director of finished products; J. F. Wilkins is chief of the Stored Materials Division; Mills E. Case is acting director of the Statistical Division, and Judge Parker heads the Priorities Division.

Salesmanship Is Worth Stuyding

By Frank Farrington

(All Rights Reserved)

CHAPTER V.

IT ought not to be necessary to show any clerk or salesman why it is worth while to study salesmanship as well as to practice it. It would seem perfectly natural that a man who wants to be a better salesman would be looking for places where he could find out how.

The trouble is that there are some men engaged in the selling end of the cigar and tobacco business who are not spending any time wondering how they can become better salesmen. They want to sell more goods; they are even anxious to do so, but it is only because they want to make more money. They don't care anything about doing the work better just for the sake of being higher class business men.

A man who counts on picking up a complete knowledge of salesmanship from his experiences must expect to live to be a hundred years old, and acquire experience beyond that of any man we ever knew. No one man's experience will cover the whole range of business getting.

The trouble with counting on learning entirely by experience is that we don't get the benefit of any good method until we happen to stumble upon it ourselves. There are lots of things we never stumble upon. The fellow who learns only by experience never gets past the elementary stages. He remains a half-intelligent, cheap guy to the end.

The more you know about salesmanship, the more goods you will be able to sell, and that means more pay. The way to a good salary then, is through the study of salesmanship wherever you can find something about it that is worth learning.

Employers are not blind to the ambitions of their salesmen. It is their business to know what each salesman is doing and what results he gets, but they make it their business also to know whether he is trying to learn more about his profession, whether he is anxious to get on up the ladder, or satisfied to drop slowly down. Just because nobody is following you around all the time, don't get the idea that nobody knows how you use your available spare time which might be devoted to learning more about the How of salesmanship.

If your boss is the right kind of a boss, he is interested in knowing just what each of his men is accomplishing, and he will be willing and even anxious to help the ambitious ones. If he is not the right kind of a boss, my advice to you is to make a change and get the right kind. It will be better for your eventual business success, though it may be easier just now to stay where you get along with the least effort.

The kind of a position a fellow needs is one where good work is required, but where it is also appreciated, and where it will be necessary for you to learn something about salesmanship every day if you are to hold your own with your fellow salesman.

Every cigar dealer is doing all he can, within his knowledge, to increase his business. He is advertising and making displays and buying with care, all with a view to satisfying his customers and getting more of them. But, after all, it is the work done by his salesmen that brings the business into closest contact with the public. Satisfying customers and creating sales is right up to you, and you need to know a whole lot about how to do it. The things the manager does to make people come to the store are helps to you, but if you are satisfied to be nothing more than a half-animated slot machine, you will not long earn enough to pay your salary.

The salesmen in a store have in their hands the making or breaking of a business. You are not a mere supernumerary. You play a leading part. Can you expect to succeed if you will not study your lines?

The good salesman is always increasing the store's business. The poor salesman exerts an influence just the other way. Which way does your influence work?

Whether you feel any interest in greater efficiency for your employer's sake, or not, you owe it to yourself to get along as fast as you can. If you are one of these chaps who thinks the world owes you a living, it is bound to pay, you make a mistake. The world owes you only what you can collect from it, and the best way to get what is coming to you is to study to develop the ability to earn it.

Every day you spend more or less time learning something. Perhaps you are learning the views of an acquaintance about political matters of practically no importance. Perhaps you are learning the latest social gossip in your circle of friends. You may be learning all about what is happening in the sporting world. All this that you are learning may be absolutely true, but that does not make the knowledge of any value. A vast conglomeration of miscellaneous information which has no other merit than that it is composed of facts will not develop you as a salesman. Don't waste time in learning so much that is not worth learning.

Herbert Spencer was a pretty wise old chap, and he said this about the study and learning of ornamental knowledge: "As such studies occupy the leisure part of life, they should occupy the leisure part of education." If you are going to waste time in ornamenting your mind, take for the purpose time that is not available for useful occupation.

The main study of your business day should be the improvement of your methods of working. I believe it is desirable that you use much of the time when not on duty in increasing your knowledge of your business, in fitting yourself to do better work. At least that is the way to a conspicuous success.

Of course, one must have recreation and amusement, but those forms of amusement which result in

(*Continued on Page 22*)

How Much a Landlord Can Interfere with Tenants

By Elton J. Buckley

Copyright 1917 by Elton J. Buckley

EVERY one of the readers hereof who rents his store building will be interested in the following:

Paris, Ky.

ELTON J. BUCKLEY, ESQ.

Dear Sir:—I have been occupying rooms in the third story of a bank building for the past four years, and I am in trouble, to wit:

On Christmas, 1915, I lost a whole lot of business by not having enough space, and I told one of the members of the bank that I would be compelled to move out unless they gave me more work room, a reception room, etc. They told me to stay and that by the fall of 1916 they would have me in good shape. In July the stockholders, directors, etc., decided to remodel the building out and out. Again I went to the directors and told them that I would be compelled to move out, at least during the remodeling. They insisted on my staying and said they would not interfere with business, that the stairway would be in working order and that the elevator would only be out of commission two or three days. But when the cold wave set in the workmen harassed me by nailing the doors until I told them that I would blow out the first one's brains that I caught nailing the doors again. Again, in the early part of December, at my best time, the elevator was taken down and was out of commission for about six weeks. The difference in my business for six weeks preceding Christmas for 1916 as compared to the 1915 was about $450 to $500. Now they are remodeling my room and I have been idle for several weeks, and the work could have been done in less than a week. What can I do about it?

I am holding $200 back rent pending the outcome of this business—but of course they expect me to pay it—this I have every reason to believe.

Yours,

* * * *

Undoubtedly a tenant interfered with in such a manner as this has a remedy, unless his lease contains, as a part of that foot or so of fine type for which leases are famous, something which gives the landlord the right to do what he has done. I doubt if the lease does contain such matter; even leases don't usually go that far.

Let me discuss for a minute just how far a landlord can interfere with his tenant's rights before the latter can do something. Assuming that the lease contains no warrant to the landlord, he can interfere in two ways, both of which are unlawful:

First.—He can make it so uncomfortable for the tenant as to warrant the latter in throwing up his lease and leaving. That is called constructive eviction, which can be defined as follows:

Any unlawful act of the landlord, either of commission or omission, which results in a substantial interference with the tenant's right of possession or enjoyment, in whole or in part, may amount to an eviction. An act of the lessor amounting to a mere trespass and not interfering with the substantial enjoyment of the premises by the lessee, is not equivalent to an eviction.

In other words, a landlord, in order to evict his tenant, break the lease and relieve the tenant from the payment of any more rent, doesn't have to physically throw him out. If he makes himself so disagreeable that the tenant's use of the premises is seriously interfered with, the law says it is equivalent to eviction and the tenant can go.

There are a great many cases on this point in the books.

In one, a landlord agreed to make certain repairs. The tenant went in on the strength of this promise. The landlord failed to make the repairs, the building consequently became untenantable, and the tenant considered himself evicted and left. The court upheld him.

In another case the landlord of a store building dug under it, as a part of certain operations, and the tenant's business was so interfered with by the nuisance and danger of the situation that he threw up the lease and moved. The court said he was right.

The landlord in a third case rented the first floor of his building to a storekeeper and himself ran a store on the second floor. Drippings from his stock of salt, tar and other things leaked through on the stock of the first floor, and after protesting without result, the first floor tenant moved out. The court decided in his favor also.

There are also cases as to what a tenant's remedy is when his landlord upsets him by rebuilding the rented building. It has been held that when rebuilding is for the tenant's benefit, and the landlord does not intend to deprive him of the use of the building, it does not amount to eviction. Nor is it eviction when the rebuilding is long delayed, nor when the result of it is to make the premises somewhat smaller. It is eviction, however, where the repairs are not shown to be necessary or desired by the tenant, and where the result of them is to materially diminish the value of the premises to the tenant. And certainly it is eviction where the tenant is actually prevented from carrying on his business.

Where the landlord's interference amounts to eviction, and the tenant goes, he can recover all the damages he has suffered, including his lost profits, if he has lost any. And of course he is released from the lease.

Second.—A landlord may interfere with his tenant in ways not important enough to amount to eviction. In that case it is trespass, and damages can be recovered for that, too, but the tenant is not relieved from the rent or the lease.

In the correspondent's case, his landlord was unquestionably guilty of one of these offenses. Which was it? I believe it was the first, because for a time he was almost prevented from conducting his business. I think he could have considered himself evicted, and moved. He did not, however, elect to treat it as eviction, and stayed on. He can still treat it as a trespass, however, and can collect all the damages from his landlord that he can show he sustained.

"Results" from National Advertising

SOME of the unusual things that crop up in advertising were recently related to the writer by Ed Cohen, of the General Cigar Company.

If you have noticed some of their colored page advertisements on the "Robert Burns" brand, you will remember the picture of a mother putting a box of cigars into a box marked "John Howard, American Expeditionary Forces, France, Company K, Ninth Regiment."

Some time after this ad first appeared, along came a letter from a soldier in a Southern cantonment, stating that his name was John Howard and that he had been deluged with letters ever since the ad appeared. He wanted to know where they ever got his name from and signed himself, "Yours in bewilderment."

Mr. Cohen wrote that in choosing a name to put on the box they had tried to find one that had a good democratic sound to it, one that was not common, and one that was not as fancy as Sylvester Montmorency, and so it happened that "John Howard" was chosen as completely filling the bill.

Equally unusual was a letter received by the office of that company following the appearance of an ad with a soldier and sailor in it smoking "Owl" cigars. This letter came from a girl in Los Angeles, who begged to be given the sailor lad's name and address, as she said that he was not only a handsome chap, typifying a real American sailor, but her ideal in every way. She promised that if they would furnish the name and address she would immediately send him a box of "good old 'Owl' cigars."

It happened that the advertising man was out looking for types to use in this ad and that he came across them on Broadway. Each was approached and asked if he would like to have his picture taken, smoking a cigar, for use in an advertisement, and thereby acquire some coin of the realm for a few minutes of posing. Both readily acquiesced. The exposures were made, and both the soldier and sailor departed much richer for the bargain. And so it happens that the girl in Los Angeles knows just as much about the identity of the sailor as the advertising man of the General Cigar Company.

Another peculiar incident is found in a letter from a woman out West, who said she wanted to cure her husband of smoking big black cigars. She said she had been reading a series of their advertisements on a certain one of their brands, and if she could only get them all together and get her husband to read them, she felt sure he would try their brand with results to their mutual advantage. So the advertising man sent along a portfolio of the series. But up to this time the results are in doubt, as nothing further has been heard from the parties.

Commercial Bribery A Criminal Offence?

A LAW to make commercial bribery a criminal offense is urged by the Federal Trade Commission and a communication asking for the enactment of legislation to that effect has been sent to both branches of Congress.

The commission has found commercial bribery to be general throughout many branches of industry, and scores of complaints have been issued by it on that account. Fourteen States at present have laws prohibiting such practices, but they fail to reach the root of the evil and eradicate it, it is declared, and, in fact, are practically dead.

In its letter to Congress the commission declares that it "has found that commercial bribery of employes is a prevalent and common practice in many industries. These bribes take the form of commissions for alleged services, of money and gratuities and entertainments of various sorts, and of loans—all intended to influence such employes in the choice of materials. It is evident that this inexcusable added cost is finally passed on to the consumers.

"The practice is one which has been condemned alike by business men, legislatures and courts, including among the business men those who have finally resorted to it in self-defense in competing with less scrupulous rivals or in selling to concerns whose employes have extorted commissions under threats to destroy or disapprove goods submitted to them for test.

"How prevalent the practice is and how great the need of legislation seems to be, is illustrated by the statement of one man of prominence in an industry, who welcomed the proceedings of the commission to destroy the practice with this statement:

"'From an experience of thirty years in industry, I don't believe that there is a single house that has not had to pay bribes to hold old business or to obtain new. Bribery is inherently dishonest and tends to dishonesty and is unfair to competitors and customers, and I don't believe it ever will be stopped until made a crime by the United States Government.'

"The commission feels that the stamping out of commercial bribery is one necessary step to the preservation of free, open and fair competition, and to that end urges that such legislation should prohibit not only the giving and offering, but the acceptance and solicitation of any gift or other consideration by an employe as an inducement or reward for doing any act in relation to his employer's affairs or business or for showing or forbearing to show favor or disfavor to any person in relation to his principal's or employer's affairs or business."

Wage Standard for All Industries

A DIVERSION of labor from non-war to war industries will be the result of the creation of the War Labor Policies Board in the Department of Labor, of which Felix Frankfurter is to be chairman. The board will determine all questions involving the distribution of labor, wages, hours, and working conditions, and its decisions will be executed by the various production departments of the Government. This will be accomplished directly for all industries engaged in war work, but the decisions will be given effect in non-war industries through the War Industries Board, which controls the flow of raw materials for all industries.

"Since the outbreak of the war," declared Mr. Frankfurter, "the United States Government has come to be the greatest single employer of labor in the country. Its plants are scattered north and west and south and east, and the number of workers ultimately involved in the fulfillment of its orders runs into the millions; but it has had no operating policy with regard to the plants as a whole.

"Each plant has been operated individually as a separate enterprise, quite apart from the others and, so far as the labor supply has been concerned, in actual competition with the others. A plant working on an important order for the War Department, for instance, has suddenly discovered that half its working force has disappeared because a plant in the neighborhood engaged upon orders for another department has offered a higher rate of pay for this or that class of labor. The labor turnover, the loss of motion and of production, because of this condition of affairs, has been notoriously wasteful."

In the matter of wages the board will not attempt to set a flat rate for any one craft or trade in the country as a whole, but it will fix standards to be determined for all industries in a given section of the country after investigations disclosing the conditions of life, including the cost of living and the service rendered.

"We must husband our labor supply so as to satisfy the war needs of the country to the fullest possible practical extent," asserted Mr. Frankfurter. "It is necessary, therefore, that the sources of supply be wisely directed and employed. With respect to this phase of the industrial problem it will be the function of the War Policies Board to allocate the supply according to the productive needs of the country. Under decision of the board on this score it will be impossible for one industry to draw the labor supply from another unless it has been regularly determined that the first industry has a higher claim upon the supply on the basis of a more pressing Government need than the industry from which it would draw the workers.

"In addition to controlling the labor supply the board will also regulate hours of labor in the various industries and determine the needs of industry with regard to housing and transportation facilities, etc.

"The need of the hour is production, the fullest munitionary equipment and feeding of the forces at the front. Labor, industrial managers and Government officials are all heartily united to bring about this end. There will be the utmost pooling, not only of industrial resources, but of the resources of good will and intelligence and in this spirit the work will proceed efficiently. There is much to be done, but it will be done because it must be done."

Tobacco Regulations in the Philippines

A new set of regulations for the tobacco trade has been issued by the Government of the Philippine Islands, known as Administrative Order No. 35, superseding Administrative Orders Nos. 1 and 17, and may be referred to as the "Tobacco Inspection Regulations."

The first part is devoted to leaf tobacco and, briefly abstracted, it provides for the curing, drying and fermenting of leaf tobacco only in a building or curing shed constructed in accordance with the specifications of the Bureau of Agriculture. Under no circumstances shall any dwelling house or living quarters be used for the purpose. Regulations are also made to prevent unsanitary acts or the handling of the tobacco by persons suffering from any communicable disease.

The tobacco is to be classified and named according to the province of its origin, such as "Isabela," from the province of Isabela; or "Cagayan," from the province of Cagayan, and further classified as "fine," "medium fine," "coarse" and "inferior." The latter is not to be exported to the United States.

To be classed as standard, cigars must be manufactured under sanitary conditions from good, clean, selected tobacco, properly cured and seasoned, of a crop which has been harvested at least six months, exclusively the product of the provinces of Cagayan, Isabela, or Neuva Vizcaya. The cigars must be well made, with suitable spiral wrapper and with long filler from which must have been removed all stems, dust, scraps, or burnt tobacco; net weight of cigars to be not less than five kilograms per thousand, cigars to be properly assorted and neatly and firmly packed in clean receptacles of wood not before used, made from native timber known as *calantas* or from imported cedar wood, or tin, unless permission is secured in emergencies from the Collector of Internal Revenue, to use other classes of wood.

There are also regulations for standard cigarettes and smoking tobaccos, but the gist of the whole matter is that under a strict and efficient government inspection the consumer will have greater confidence in the Philippine product, and the standardization under government regulation should result in a largely increased use of the same.

The Sumatra Syndicate and The Tobacco World

CRITICISM may be either destructive or constructive. The TOBACCO WORLD has endeavored not to condemn a thing unless it can offer some fairer plan that would be acceptable to a majority. Obviously, nothing is gained by attempting to destroy the business which disposes of an essential article unless an acceptable substitute can be offered. A poor method which renders a certain service is better than no method.

Last September the TOBACCO WORLD criticised the inscription method of selling tobacco as employed by The Sumatra Tobacco Import Corporation. It suggested that future inscriptions could be avoided by the formation of a syndicate to purchase Sumatra tobacco for all the cigar manufacturers in this country on a *fixed basis of profit*. As a result of this suggestion the Sumatra Purchasing Corporation was formed and many of the cigar manufacturers of the country accepted their offer to purchase for them on *a fixed basis of profit*.

This corporation may be considered, in a sense, a monopoly, and if this is true we would call it a good monopoly. But on the other hand there was nothing to prevent any manufacturer who wanted to go to the expense, to go to Sumatra and try to purchase his tobacco.

We considered, and still consider, that as far as Sumatra leaf is concerned, the Sumatra Purchasing Corporation is composed of men who would be acceptable to any manufacturer as competent judges of Sumatra leaf qualities and values. Placing orders through one firm under present conditions is more economical to the trade as a whole than buying through a number of firms; and much more desirable than buying at auction.

We note in a paper circulating in the tobacco trade an attack on this syndicate headed, "Buy or go without Sumatra leaf." This editorial is entirely *destructive*, harmful to trade interests and harmful to the leaf industry. Perhaps the syndicate does control all the Sumatra available to American manufacturers, but we have not noticed any one else rising up to enter into competition with them. As far as the Sumatra Purchasing Corporation is concerned the manufacturers buying through them will know exactly what the tobacco cost, and they will pay an agreed and specified profit above that cost. As concerns the sale of the Sumatra tobacco of the 1916 crop by the Sumatra Sales Company at *stipulated prices*, this editorial raises a question as to the fairness of these prices. In this connection it may be pointed out that two members of the Sumatra Sales Corporation went to Canada in January and graded and priced some five hundred bales of Sumatra for Canadian manufacturers. It was the concensus of opinion by men familiar with the marks that the prices established were quite reasonable.

We have not seen any mad rush to take the job of buying and importing Sumatra off the hands of the syndicate. We note that concerns able to buy and sell the syndicate have been quite willing to do business with them. Why would they do this if they could get their Sumatra more expeditiously or more cheaply if they went after it themselves? We surmise an answer that could be made to this question, but the fact remains that the most convincing argument in favor of the syndicate is that they can get Sumatra leaf if any one can, and they know qualities and values.

The TOBACCO WORLD goes this far in defending the syndicate because the idea of a single purchasing corporation was set forth exclusively by the TOBACCO WORLD. Under present conditions we do not believe that this arrangement can be improved upon. Our chief objection to the syndicate was the method of disposing of the leaf they had acquired, that is, by inscriptions.

Following an announcement in April that an inscription would be held in May we again attacked the inscription method and pointed out what we considered a more equitable method of distributing the tobacco so badly needed by our manufacturers. Again the syndicate took cognizance of the justice of our claims and have, according to their own statement, adopted our suggestion to sell at a stipulated price according to the needs of the manufacturers participating.

We do not see how they can do much more than they have done. They admit the fact that the protection of the industry is paramount to the larger profit to be gained from an inscription; they are willing to take care of needy cigar manufacturers as long as the leaf holds out.

It is, however, worth pointing out to the cigar manufacturing industry that the TOBACCO WORLD is the only trade paper in the field to constructively criticise the inscription method, a method admitted by the syndicate as productive of unreasonably high prices.

The value of the TOBACCO WORLD's suggestions is proven by the fact that the only two that it made, were adopted.

Those trade papers whose support comes largely from cigar manufacturers never once raised their voices in protest against the inscriptions but *defended* them and the high prices which they compelled the manufacturers to pay. Now, since the announcement that the Sumatra Sales Corporation will not conduct an inscription, the great benefit that is to accrue to the cigar manufacturing industry strikes on these trade papers like a bolt of lightning.

Our New York contemporaries who have argued on the other side of the question should take great pride in the victory they have won for their subscribers and advertisers, the cigar manufacturers.

TO A FRIEND

The many friends of R. T. Tanner, business manager of "Tobacco," New York, and widely known in the cigar and tobacco industry, join with the TOBACCO WORLD in an expression of sympathy to Mr. Tanner and his family on the recent loss of his youngest daughter, aged three and a half years.

Tampa Cigar Makers Go Back To Work

Tampa, Fla., May 28.
(Special to the Tobacco World.)

TAMPA'S cigar industry will return to its task of "smoking-up" the world during the next five or six days, the cigar manufacturers having accepted at a meeting last night the compromise offer which the strikers accepted by an overwhelming vote. This compromise grants the men an increase of 75 per cent. of the first demands in wages and concedes them all rules and regulations including rule seven, over which there has been much contention, and which provides that any substitute size desired by the manufacturers will be paid for at the same rate as the next higher priced size in the same class.

The new scale of prices means close to a 10 per cent. increase in the payroll of the local factories, the manufacturers claim, or approximately an additional half million dollars per year.

"We have never desired to defeat the efforts of the workmen to increase their wages," a member of the manufacturers' committee stated on behalf of that organization last night. "As early as last December we recognized the fact that the wages of the workmen must be raised and the first step toward granting the increase that has been granted by the bureau's action tonight was made by us when we asked the cigarmakers to name a committee to act with us in granting a general increase all along the scale. But what we have opposed are the regulations which the strikers have imposed upon us. These we feel are not for the best interests of the industry."

But a few of the cigar factories will be able to open this week, as the leveling committee must work over a new scale of prices for sizes and shapes not provided for in the cartabon accepted, which provides for only about eighty shapes. The local factories include not less than 200 individual sizes and shapes in their output, the sizes having more than 2000 names which different factories use to distinguish their product. To re-classify and equalize the prices on these from a scale of eighty shapes will be a considerable task and the majority of the larger factories will not open until Monday, by which time it is hoped that every factory in the city will be opened and the 10,000 workmen who have been idle four weeks back at work.

Most of the smaller shops will open Wednesday, while several who signed up yesterday morning, acting independent of the bureau, will open this morning. These latter include the San Luis Cigar Company, the Marcellino Perez Company, the Hava-Tampa Company, and Moises Bustillo & Company. These factories work between 100 and 150 men each, except the Perez plant which moved here from New York just prior to the strike and had not opened when the strike began. It had its strippers at work yesterday but union officials could not say how many men will be employed and efforts to locate Mr. Perez were to no avail. The concern has secured the old Gonzalez-Fisher building.

The big Corral-Wodiska factory opened yesterday morning, more than 300 cigarmakers being at their benches. It was the only factory that opened yesterday, except those that signed up during the early part of the strike period. It has been rumored for ten days or more that the Corral factory would break away from the bureau, but Manager Phillips has persistently refused to discuss the matter.

The strike was officially brought to an end by last night's meeting of the manufacturers, though it was practically ended yesterday afternoon when the manufacturers' committee voted to accept the Sparkman committee compromise as voted favorably upon by the cigarmakers Saturday night, as it was a certainty that the bureau would ratify the committee's action.

The strikers' committee called on Mayor McKay about noon and asked if the manufacturers had made their decision and the mayor announced that none had been reported to him. The strikers advised the mayor that a mass-meeting had been called for six o'clock, at which the matter would be taken up again unless in the meantime the manufacturers had acted. Shortly after four o'clock, the manufacturers' committee, which had been in session several hours, advised the mayor that the committee had voted to accept the compromise which the strikers had accepted, but declared that it could not take the responsibility for the entire body of manufacturers and must refer its action to the bureau for ratification before he could advise the strikers of the official acceptance.

Mayor McKay advised the strikers' committee of the manufacturers' committee's action and notified it that he would be able to announce officially Tuesday the result of the manufacturers poll. The mass-meeting last night was apprised of the situation and adjourned without taking any action. G. F.

Pipe Repairers Short of Material

In Massachusetts two firms doing pipe repairing were compelled to close their business because of inability to get necessary materials. During the past year the repairing of pipes has increased over 100 per cent.; that is one reason for the shortage of materials. Practically the only thing that is available today is the crude rubber which is used in making pipe bits and other rubber articles. The importation of amber is at a standstill and no one can say when it will be possible to get any other than what manufacturers now have. Bakelite and Redmanol that are being used in place of amber, are practically the same in cost as amber, but the demand for these commodities is getting greater than the available supply.—"Manco Record."

The Future of the Tobacco Industry Assured

SOME of the trade, such as scan the heavens on cloudy days only, predicted a catastrophe for the tobacco industry when the Government began to induct men into the service. Some anticipated that it would be taxed out of existence, others believed that the anti-tobacco fanatics would take advantage of conditions and succeed in curtailing its use. In fact every unhappy event which a pessimistic mind could conceive was predicted for the cigar and tobacco trade.

If this terrible war has proved anything, it has established beyond the shadow of a doubt the magnitude of the influence of tobacco in peace and war. It is true that tobacco for use by the troops has been opposed, it is true that tobacco has been taxed, but the tobacco industry today faces the greatest demand for its products that the world has ever known.

It is decidedly up to the pessimist to be about his business if he is going to remain in the tobacco trade. A business slacker is of no more use to his trade than any other kind of a slacker. Look about at the various industries that have been vitally affected by this war. Are these men sitting idly by and moaning about the fortunes of war? No, they are doing their very best to serve in any possible way and at the same time making every effort to keep their industries alive.

Prior to the placing of an embargo on sending of tobaccos to the troops in France, an enormous amount of cigarettes and tobacco was being sent "over there" each week by friends and relatives, private contributions. There are still going forward to the boys in the cantonments vast quantities of tobacco products of all kinds. For the most part these goods are being purchased in retail establishments, and the dealer who claims that he is getting none of this business will find that the chief and only reason is because he has never gone after it. And all this is aside from the quantities of cigars and cigarettes that are being sent to every canteen in every camp in the country.

Again, the men who are left at home or who, because of their employment in some war industry, will not go across, are smoking not only more but better grades than ever before. The reason is that they have never had so much money to jingle in their pockets at one time. This, despite the enormous increase in living costs. A superficial investigation shows that the demand for cigars retailing for ten cents and up far exceeds the ability of the factories to supply them.

There is some talk of actually increasing tobacco acreage of certain types in order to meet the rapidly increasing demand for tobacco products by our troops.

Why this is true is evidenced by the taking over of certain brands of cigars and smoking tobaccos by the Government. And more brands are being added constantly. And also the world shortage of tobacco leaf is certain to affect the tobacco industry in this country more and more as the war goes on.

Owing to the character of their work, cigarettes and tobacco are more popular with the soldier than cigars. The "short smoke" is *the* smoke in the trenches. In the rest camps and cantonments the cigar enjoys a greater popularity because of the greater opportunity to enjoy it. Then, again, a cigar in the pocket of a soldier in the trenches seldom survives to be smoked. A packet of cigarettes or a bag of smoking tobacco is more pliable and lends itself more readily to trench life.

The war has so rapidly increased the demand for tobacco in every form that the facilities of the industry are not fully equipped to care for it, and with the difficulty in securing labor and equipment there is not much chance of an improvement in conditions at present.

A few reasons for the increase in the demand for tobacco products may be briefly cited. First, the excitement and nerve strain of the war affects every one and in such times history proves that men smoke more; second, there is more money to buy smokes with; third, the opportunities for smoking are greatly increased in army life; fourth, the abolishment of beer, wines and spiritous liquors has increased the desire to smoke among those used to drinking; fifth, the demand for tobacco products by friends and relatives to be sent to soldiers in the cantonments; sixth, the fact that the Government has not only taken over the production of certain cigar and tobacco brands in whole or in part, but that it has added plug and smoking tobacco and cigarettes to the rations of the American Expeditionary Forces.

There is every indication that many comparatively unknown and some new brands of cigars, cigarettes and smoking tobaccos will begin to appear on the market to take the place of those commandeered. This means that the retail trade will have to use some merchandising effort to place these goods, for no amount of consumer advertising is going to immediately replace the old established brands in the minds of the public.

We are entering an era of unprecedented demand for all tobacco products. The man who understands how to sell goods will find a great opportunity before him. The price of goods at present enables him to make a fair profit if he holds to the standard prices dictated by good business sense.

The rationing of consumers may not be far off, even in the United States. But when that time comes we will be prepared to make the best of it.

But whether the war lasts one year or ten years, unless some unforeseen event changes the tide of human desires, tobacco is going to enjoy an enormous demand. The troops returning from the war will demand cigars, cigarettes and tobaccos as never before. And this will be the situation in every warring nation. We, thus far living in a nation free from invasion, will be called upon to export raw materials in whatever quantities we can, and probably without regard to price. And the chances are that a very enormous export business may result in manufactured products as well. Our brands will become familiar to many of the foreign troops and there will doubtless be a demand for them long after the war is over.

The tobacco industry of the United States not only faces a great prosperity at home, but may look with reasonable hope for a share of the world's trade with its manufactured products.

The Philadelphia Leaf Market

NOTHING of a startling nature has developed in the trade here this month. Cigar manufacturers are finding it very difficult to reckon a profit as the prices of the different grades of leaf are steadily mounting. We thoroughly agree with those who predict that it is only a question of time before the six-cent cigar is eliminated by the three-for-a-quarter. They say that necessity knows no law and it looks as if this will be proven again in the cigar industry.

The cigar manufacturers who have made it a practice to carry two or three years' supply of fillers, binders and wrappers are very fortunate indeed, as they certainly stand them in good stead at present. Those not so far-sighted are having a rough time of it, according to report.

The manufacturer who recently secured a lot of sixty cases of 1916 Pennsylvania B's surely got one fine bargain, both as to price and quality. And, more to the point, he cheerfully acknowledged the fact to the seller.

Jobbers in general are having a dull time. The scarcity of binders has caused quite a few cases of the new Pennsylvania tops to change hands in this market in the past ten days. Manufacturers who purchase such goods at this time try to work it up at once, as most of it shows a bit of damage. The latter part of August or the beginning of September, when most holders of Pennsylvania tops will sample and clean their goods, buyers will feel safer. The packer also prefers to wait until then before selling, and makes his price in accordance with his loss in shrinkage, damage, etc.

There appears to be an abundance of filler tobacco. We know of a lot of very fine B's recently thrown on this market by a manufacturer in order to gain a supply of binders, which together with the wrapper question continue to give the cigar manufacturers many gray hairs.

Among the lots of tobacco offered in this market in the past four weeks were the following:

230 bales (Firsts) 1917 St. Clara Havana, at 94 cts. net cash, delivered in New York.

57 cases 1917 Connecticut Havana Seed Seconds, at 60 cts. M/W. 13% shrinkage, sizes from 18 inches and up.

318 cases 1914 Wisconsin B's, at 33 cts. M/W. net cash, f. o. b. cars Wisconsin.

20 cases 1916 fine quality Pennsylvania B's, at 43 cts. A/W. net cash, f. o. b. cars Lancaster, Pa. Sizes running from 18 inches up to 24 inches.

About 75 cases of 1917 Connecticut Havana Seed Darks, running in sizes from 18 to 28 inches, at 50 cts. M/W. 13% shrinkage.

150 cases of 1917 Pennsylvania Filler B's, running in sizes from 14 to 24 inches, at 28 cts. A/W. f. o. b. cars Pennsylvania.

40 cases of 1917 Connecticut Havana Seed Brokes (nice sizes), at 35 cts. M/W. 14% shrinkage, f. o. b. cars Connecticut, net cash, free of storage and insurance for four months.

400 cases of 1916 Pennsylvania Filler B's, at 34 cts. A/W. cash less 2%, f. o. b. cars Lancaster, Pa.

26 bales of Second Caps, Remedios, 1917 crop, at 88 cts. f. o. b. cars Philadelphia.

L. Baco.

Lancaster Leaf Market

GROWERS in all sections of the country report their young plants developing nicely, and if weather conditions continue favorable, transplanting will be started on a number of farms next week.

The growers this year have made extraordinary efforts to raise healthy, strong and well-rooted plants, and have made unusually heavy applications of fresh stable manure. Many had used lime on the corn fields the year before to sweeten the land for the weed. A large number have spread the manure on the land before plowing, and plowing in most instances has been exceptionally early and deep. By following with the roller and harrow two or three times, almost all growers will have their tobacco soil in ideal condition for the immediate hasty growth of the plants.

A number of late deliveries of the 1917 crop were made last week by those who could not complete their stripping earlier.

While it is rather early yet to make predictions, it is believed here that the heavy call for men from this county in the recent draft movements will cause an acute shortage of farm labor, and that the tobacco crop will suffer accordingly. However, planting is being done on the normal scale, and growers declare they will let the future solve its own riddles.

The Lancaster County Tobacco Growers' Association at its last meeting appropriated a large sum to purchase various forms of smokes for soldiers in foreign service.

R. G. R.

Consul General Thackara announced on May 18, from Paris, that a French ministerial decree, issued on May 16, prohibits the exportation, transhipment, etc., without special authorization, of tobacco of all grades to the United Kingdom and British countries, Belgium, Japan, Russia, and countries of North and South America.

Another London "Tobacco" item from Southampton says: "The tobacco shortage has been considerably intensified by the fact that the munition girl workers, land girls, and W. A. A. C.'s have largely adopted men's habits respecting the smoking of cigarettes, and, in some cases which have come under my notice—even pipes.

National War Savings Day June 28th

That's the day we sign up.

That's the day we tell Uncle Sam just how hard we want to win this war. That's the day our government has officially set for us to purchase War Savings Stamps.

On June 28th every man, woman and child in the United States will be called upon to pledge his or her full quota of War Savings Stamp purchases for 1918.

You will be expected to pledge the full amount that you can afford—no more—but by the same token, no less.

In every state, county, city, town and village the War Savings Committees are preparing for this big patriotic rally of June 28th. Unless you have already bought War Savings Stamps to the $1,000 limit, get busy with paper and pencil and figure out the **utmost** you can do.

Remember this. You take no chances when you go the limit on War Savings Stamps. They are the best and safest investment in the world. They pay you 4% interest compounded quarterly. They **can't** go below par. You can get back every dollar you put into War Savings Stamps **any time you need it.** You can turn them in at the Post Office **any time** for their full value plus interest.

Uncle Sam is asking hundreds of thousands of men to **give** their lives to their country. He is asking you only to **lend** your money.

What are **you** lending?

National War Savings Committee, Washington.

W.S.S. WAR SAVINGS STAMPS ISSUED BY THE UNITED STATES GOVERNMENT

Contributed through Division of Advertising — United States Gov't. Comm. on Public Information

This space contributed for the Winning of the War by

Maximum Prices on Tobacco in Great Britain

[Consul General Robert P. Skinner, London, May 2.]

A SCHEDULE of maximum prices of tobacco on sale by manufacturers, wholesale dealers, and importers in the United Kingdom is now being put into effect.

The maximum price at which a manufacturer or importer may sell the tobaccos, cigarettes, and cigars of the qualities and descriptions set forth in the schedule shall now be at a price which, with all discounts deducted, is less than that at which tobaccos, cigarettes, and cigars may be retailed to the public under the provisions of any order in force for the time being by at least the amount shown in the schedule.

Cigarettes manufactured in the United Kingdom put up in package, box, or other container, sold up to the rate of 8 cents for ten, to show at least 21 per cent. on the manufacturers' price; at over the rate of 8 cents but not exceeding 11 cents for ten, 25 per cent.; at over the rate of 11 cents but not exceeding 14 cents for ten, 27½ per cent.; cigarettes sold at over the rate of 14 cents for ten, 30 per cent.

The maximum price at which a manufacturer may sell cigarettes manufactured in the United Kingdom and sold by weight shall be such that the difference between the manufacturers' price and the retail selling price shall be 5 per cent. less than the difference which obtained between such prices on April 20, 1918, provided that the difference shall not in any case be less in pence per pound than it was on that date.

The gross difference between the importers' selling price of imported cigarettes (with all discounts deducted) and the price authorized by the schedule of prices shall not be less than 25 per cent. on the net cost to the retailer.

The gross difference between the manufacturers' selling price of cigars per box of fifty (with all discounts deducted) and the price authorized by the schedule of prices referred to shall not be less than 30 per cent. on the net cost price.

As to imported manufactured tobaccos and snuffs, the gross difference between the importers or dealers in bond or duty paid price and the price authorized by the schedule of prices referred to shall not bear a less profit in pence per pound to the wholesaler and retailer combined than they did on April 20, 1918.

As to British manufactured tobaccos and snuffs, the maximum price to be charged by the manufacturers of tobaccos and snuffs retailed on April 20, 1918, at 12 and 13 cents per ounce, and now to be retailed at 16 and 17 cents per ounce, respectively, shall be a price that will allow a profit to the retailer and to the wholesaler and retailer together of not less than 6 cents per pound more than was allowed under the schedule of wholesale prices dated August 13, 1917.

The maximum price to be charged by the manufacturers of tobaccos and snuffs retailed on April 20, 1918, at 14 cents per ounce and upward and now to be retailed at 18 cents per ounce and upward shall be a price which will allow a profit to the retailer or the wholesaler and retailer together of not less in pence per pound than was allowed under the schedule of wholesale prices dated August 13, 1917.

The gross price, duty paid, charged by any importer shall not be more on imported cigars up to $21.89 per 100 than $1.46 per 100, and on cigars over $21.89 per 100 than $2.43 per 100 over the price charged by that importer for the same brands and quantities on April 20, 1918.

The above margins of profit, where goods are sold to a wholesale dealer and by him to a retailer, include both the wholesale dealers' and retailers' profit—that is, the retailer obtains the percentages of profit stated less the wholesaler's profit.

The maximum price at which a wholesale dealer sells to a retailer shall be the price at which he bought from the manufacturer with the addition of not more than the same proportion of the profit provided for the wholesale dealer and retailer together which it was customary for him to retain April 20, 1918.

Where a manufacturer sells to a purchaser a quantity of tobacco which under the conditions existing on April 20, 1918, would not have entitled the purchaser to the maximum discount allowed by the manufacturer, such manufacturer shall be entitled to retain a proportion of the maximum discount not exceeding that which it was customary to retain on April 20, 1918.

The net price at which a manufacturer or wholesale dealer sells any tobacco shall not exceed the price ruling on April 20, 1918, for the same or similar qualities sold by him under similar conditions of sale by more than the amount by which a retailer is entitled to increase the price of the same goods sold by him under any schedule or prices issued by the Board of Trade, or the Tobacco Control Board on their behalf in force for the time being.

No tobacco, cigarettes, cigars or snuff may now be sold by retail at a price exceeding the price at which such goods were sold, at the same establishment under similar conditions on April 20, 1918, by more than the amount shown in the following schedule of that date.

Where tobacco, snuffs, or cigarettes were on April 20, 1918, sold in packets of varying quantities, the increase in the price of the larger packets shall be at a rate, whether per ounce or per number, not greater than that of the smallest packet. For instance, where the same cigarettes were sold at 9 cents per ten, 17 cents for twenty, 44 cents for fifty, and 83 cents for one hundred, the new maximum price will be 11 cents for ten, 21 cents for twenty, 53 cents for fifty, and $1.03 for one hundred.

As previously announced, the next annual meeting of the Tobacco Association of the United States, will be held at Atlantic City, June 28, 29 and 30. The headquarters will be at the St. Charles Hotel.

The "San Francisco Grocer" says that a pipe dealer and repairer was ordered to remove the lettering "German Silver" from sixty dozen pipes.

Regarding—

Tuxedo

The Perfect Tobacco for Pipe and Cigarette

OUR GOVERNMENT'S request for the entire output of TUXEDO, the tobacco "Your Nose Knows", for the use of our fighting men in the Army and Navy will, for the present, make it impossible for us to supply the trade with this brand of tobacco.

TUXEDO is another of the American Tobacco Company's products which the Government has been forced to stamp as a war necessity and which, in consequence of that necessity, we give wholly and gladly.

THE TRADE will be notified immediately on the return of TUXEDO, or any part of it, to the general market. In the meantime, we ask your continued consideration.

THE AMERICAN TOBACCO COMPANY
NEW YORK

"Your Nose Knows"

The National Cigar Leaf Association Convention

THE twentieth annual convention of the National Cigar Leaf Tobacco Association was held in the Woolworth Building, New York City, on May 20 and 21. More than seventy delegates attended the convention, over which President Joseph F. Cullman, Jr., presided. There were representatives present from Boston, Hartford, Philadelphia, Lancaster, Dayton, Cincinnati, Chicago, Albany, Baltimore, Hamilton, Ohio, and New York City. They represented in particular the cigar and cigar leaf tobacco production of New England, New York and Ohio, Pennsylvania and Wisconsin.

The president's address naturally dwelt upon the effect of the war on the tobacco trade, regulations of import and export, and was, in part, as follows:

"It has been amply demonstrated of late that after food and war material, tobacco is the most important factor in maintaining the efficiency and morale of our soldiers both in this country and abroad. The Government is fully cognizant of this fact and can be relied upon to see that an adequate supply of this essential is provided regardless of trade conditions. It behooves us, therefore, since tobacco is considered a war essential to so regulate our business that no drastic governmental action may be necessary at any time to secure this supply either by commandeering or otherwise.

"Both in a spirit of patriotism and service, as well as from a standpoint of enlightened self-interest we must so regulate our business that no charge of profiteering can be laid at our doors. To do this, we should limit our profits to transactions in which we are of actual service and in which we have applied our capital and labor to the farmer's product. We should distribute our tobacco direct to manufacturers or to manufacturing channels through jobbers, regulating our sales by the legitimate rather than the speculative requirements of our trade. Purchase of contracts in the field from irresponsible buyers, actuated only by speculative zeal and with no idea of service should not be countenanced by members of this association. Let our conscience and our responsibility to our customers be the guide as to the measure of our profits.

"With these fundamentals our members can render not only a patriotic service but one resting on the soundest economic basis and obviate all possibilities of Government control. I earnestly hope that a resolution embodying these ideas may be adopted by this convention, thus demonstrating to the Administration at Washington that this industry is seeking no financial advantages at the expense of our brave soldiers 'over there.'"

At the second day's session it was stated that there was serious thought by the Administration of making a ten per cent. ad valorem increase on all raw material, including tobacco. By resolution the meeting expressed the feeling that while not protesting against higher taxation, it was opposed to that particular methood of higher taxation.

Another word was said against profiteering in the tobacco trade. A resolution was unanimously adopted calling upon all members of the association to so direct their business as to make it unnecessary for the Government to take any steps to regulate the tobacco industry to the end that profiteering should be prevented.

President Cullman said that he was glad that the convention had put itself on record to this effect.

To emphasize the patriotic sentiment of the convention another resolution was unanimously adopted declaring that the members of the organization, "with all their power and all their might, and with their lives, if necessary, would stand firmly behind the Administration in this war."

The following officers were elected for the ensuing year: Joseph F. Cullman, Jr., president; W. J. Lukawitz, vice-president; George M. Berger, treasurer; Joseph Mendelssohn, secretary. Directors, 1916-1918: Ferdinand Cranz, New York; J. H. Weaver, Lancaster, Pa.; B. L. Haas, Hartford, Conn.; F. W. Miller, Connecticut; B. Rosenwald, New York.

The convention adjourned to meet at the end of May next year in Lancaster, Pa.

Canadian Tobacco Crop

The Public Information Department of the Canadian Northern Railway has supplied the following summary concerning the Canadian tobacco crop of 1917, based on data issued by the Dominion Census and Statistics Office:

On the whole, the tobacco season of 1917 was better than that of the previous year. As regards the crop of yellow tobacco, flue-cured, the color was much better than that obtained during the two previous years. The production of yellow tobacco in Ontario in 1917 amounted to about 800,000 lbs., produced on an area of about 1030 acres. The areas devoted in Ontario to the growth of varieties other than the White Burley and the yellow tobaccos have considerably increased. They are estimated at 400 acres, with a product of about 445,000 lbs. of tobacco, of which the greatest proportion is of the Seedleaf type. In Quebec province, although a large number of plantations suffered from excessive moisture, especially in the district south of Montreal, the crop was better than in 1916, especially in quantity. The following is an estimate of the acreage and yield in Quebec and Ontario: Quebec, 1915, 4,050,000 lbs.; 1916, 3,000,000 lbs.; 1917, 5,000,000 lbs. Ontario, 1915, 4,095,000 lbs.; 1916, 2,943,000 lbs.; 1917, 3,495,000 lbs. Totals: 1915, 9,000,000 lbs.; 1916, 5,943,000 lbs.; 1917, 8,495,000 lbs.—From the "Canadian Cigar and Tobacco Journal."

GROWERS OF WRAPPERS

Under Shade

in

CONNECTICUT

FLORIDA

and

GEORGIA

AMERICAN SUMATRA TOBACCO CO.

142 Water Street, New York City

Salesmanship Is Worth Studying

(Continued from Page 9)

lowering vitality and reducing strength, which consist partly in stuffing one's body or mind with useless food or information, ought to give place to the study of the profession of selling.

You should study your goods to know what to say about them. Learn all you can about the way they are made and marketed, so you can discuss them intelligently and interestingly with customers. And study the principles of the English language, so you can say what you have to say in the most effective way.

We all want to be high-class workmen. There is in each of us a tendency toward the top of the profession. This is ambition, and some have more of it than others, but it is very rare to find a man without any of it. But of what use is ambition unless we yield to it? If we pay no attention to the prickings of our ambition, it will cease to urge us.

When we can see that it is going to pay us to do a certain thing, we go ahead and do it without hesitation, while we might not stir toward it merely as a matter of a higher duty. So the study of salesmanship will appeal to us most because it leads to a profit, but there are salesmen who acknowledge a higher reason for making good. There are more cigar store salesmen than you think who appreciate the fact that there is more to life than the mere dollars and cents involved, who find a satisfaction in doing their work well for its own sake, because they like to do their best.

Fortunately for those men, it is almost always true that the man who does the thing well for its own sake, finds himself in the end the man getting the best pay. In other words, *it pays* to do conscientious work.

The man who decides to be a high-class salesman because it will pay him, if he succeeds, will remain in the high class because it will suit him, he will like it, and he will never willingly drop back into the time-serving class, the watch-the-clock class.

For a man to take a position as a salesman and then to refuse to study salesmanship is just about as sensible as it would be for a medical student to refuse to study medicine or for a machine shop apprentice to refuse to study machinery.

If you decline to study the theory of selling, and expect to learn all you need to know by experience, you will be to the high-class salesman just what the pettifogger is to the real lawyer.

A good many fellows try to get along the easy way because they are young and they think, or appear to think they are going to be young forever.

It may answer to slip along without much effort now to improve. Your boss may be willing to take a chance on you because you are young and he hopes that one of these days you will strike your gait. But unless you strike your gait, and a pretty good gait at that, you will find yourself without a job, and when a man has reached no more than early middle age without showing ability, he will find that employers are no longer anxious to put him on the pay roll. Everybody knows that the man who is going to make good, who has it in him, will show what he can do before any gray hairs appear.

If you do slipshod work while you are a young man, you will do slipshod work when you get older, because you will not know how to do anything else. Of course, the fellow who does not try, will be the low man on the list, and you know at which end of the pay roll they begin when it becomes necessary to drop off a few names.

A man who is just about making his wages can be spared at any time without reducing the earnings of the store. A man who always sells enough goods to make a good net profit on his salary can never be spared.

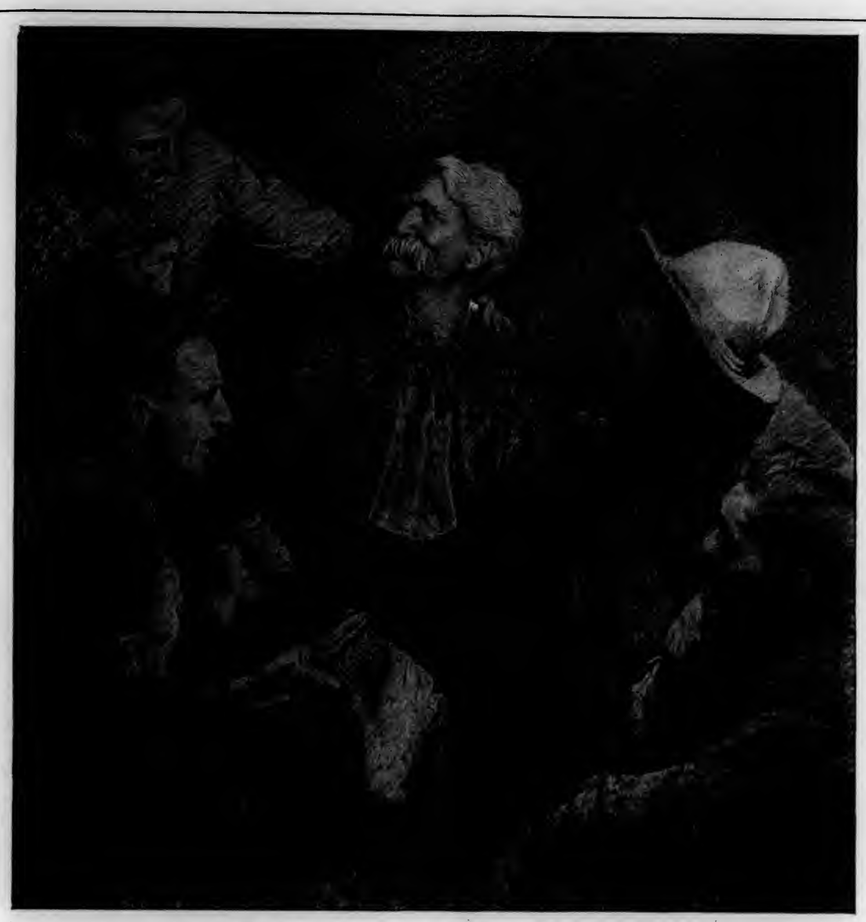
It is not enough to consider only the present. We must look into the future, and it does not require a prophet or the son of a prophet to tell that the successful men of the future will be those who are the studious boys today. The man who stands near the top ten or fifteen years from now will not be he who has waited to learn it all by experience.

Take a look ahead. You can never become a successful boss unless you are a success as an employee. You expect some day to have a business of your own. If you do not learn salesmanship, how will you be able to maintain a selling force of your own? Or if you cannot sell successfully as an employee, how will you be any better salesman when you become employer?

There is nothing in this world any easier or cheaper to get than knowledge. There is plenty of it. You will never be troubled by a scarcity of available information. You find it everywhere, and the price is merely the inclination to get it. Study every source of information that comes before you, and if the sources do not appear as rapidly as you wish, hunt them up. Don't sit and wait for knowledge to come and throw itself in your face or for someone to wish it on you. Go after it. Knowledge of your goods and of salesmanship are the foundations of your success in life.

In the celebrated Bow Street (London) police court recently, Louis Carrano, of Long Acre, was fined $50 for selling matches at a price in excess of the maximum permitted by the Tobacco and Matches Control Board; also $50 for failing to exhibit the schedule of authorized prices in his shop.

A consular telegram from Shanghai, China, states that subscriptions to the Third Liberty Loan in Shanghai amounted to over $600,000, and the American Embassy in Mexico City states that the subscriptions in that city are more than $384,000, more than double the quota set for the Americans living there.



A DADDY HE CAN BRAG ABOUT

Now, all you boys in olive drab,
Come smoke a good luck pipe with me,
I'll read your fortune in the smoke
An' tell you all the things I see.

I see three kiddies, plain as day—
One says "My pa owns everything,
A million million dollars, too."
The other says "My pa's a king."

An' then the littlest kid of all
Swells up until his buttons tear—
"Shucks, they ain't in it with my dad!
Why, fellers, he fought Over There!"

Here's luck, you boys in olive drab,
Good fortune bring you safely out
And give some littlest kid some day
A daddy he can brag about.

Velvet Joe.

"Velvet" advertising is more important than ever for the dealer this year. Full pages in the great national weekly and monthly magazines are telling the Velvet story now."

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
GENERAL OFFICE 222 PEARL STREET NEW YORK
FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 129 HAVANA

Just the place for TOBACCO MEN
HOTEL LeMARQUIS
12 EAST 31st STREET, (4 doors from Fifth Avenue) NEW YORK CITY
In the heart of the Wholesale District, two blocks from Pennsylvania Station; five minutes from Grand Central Station.
The most central American plan hotel in the city. Rooms with private bath and meals from $3.50 a day, or from $2 a day without meals.
Illustrated booklet and guide map of New York sent on request if you mention Tobacco World. Address John P. Tolson, Mgr.

YEARS OF EXPERIENCE HAVE MADE
PUNCH
A Cigar with Hardly a Rival
MANUEL LOPEZ, Proprietor, 28 Rayo St., Habana, Cuba
AUGUST KUTTNAUER, General Representative, 235 FIFTH AVE., NEW YORK

WAR SAVINGS STAMPS DELIVERED TO YOUR HOME
Tear Out—Fill In—Hand Letter-Carrier—or Mail to Post Office
TO THE LOCAL POSTMASTER:—Kindly have letter-carrier deliver to me on _____ (Date) for which I will pay on delivery:
_____ (State number wanted) $5. U. S. WAR-SAVINGS STAMPS at $_____ (See prices below) each
_____ (State number wanted) 25c. U. S. THRIFT STAMPS at 25c. each.
Name _____
Address _____
W.S.S. WAR SAVINGS STAMPS ISSUED BY THE UNITED STATES GOVERNMENT
W. S. S. COST DURING 1918

April	$4.15	July	$4.18	Oct.	$4.21
May	4.16	Aug.	4.19	Nov.	4.22
June	4.17	Sept.	4.20	Dec.	4.23

W. S. S. WORTH $5.00 JANUARY 1, 1923

LARGE CIGARS DECREASE IN MARCH

The following comparative data of tobacco revenues, indicated by monthly sales of stamps, is obtained from the statement of Internal Revenue collections for the month of March, 1918:

Products		March, 1917.	March, 1918.
Cigars, large, Class A,	No.	.....	119,899,413
Cigars, large, Class B,	No.	.....	381,417,698
Cigars, large, Class C,	No.	.....	128,677,676
Cigars, large, Class D,	No.	.....	1,179,858
Cigars, large, Class E,	No.	.....	1,419,233
Total,		709,959,103	632,593,878
Cigars, small,	No.	89,706,960	85,453,394
Cigarettes, large,	No.	1,805,500	1,800,271
Cigarettes, small,	No.	2,583,403,952	3,253,858,306
Snuff, manufactured,	Lbs.	3,099,768	3,517,512
Tobacco, chewing and smoking,	Lbs.	37,887,388	37,177,502
Playing cards,	Packs	3,444,339	2,175,270

Note—The figures for March, 1918, do not include Philippine products and are subject to change until published in the annual report of the bureau.

TOBACCO SCARCITY IN CANARY ISLANDS

Scarcity of tobacco, mostly of the "scrap" variety, has caused the shutting down of about a fourth of the cigarette factories in the Canary Islands. The scarcity has increased the price of this class of cigarette tobacco from $13.65 per hundredweight to between $18.20 and $19.50. Shipments from the United States began in 1915 to be made largely direct. Previous to that year more than three-fourths of the American tobacco actually consumed in the factories here came through Liverpool and Hamburg middlemen.

There is a heavy demand at this time for "scrap" tobacco, and the cigarettes produced from it are exported to French Morocco and Algeria, while recently sales have even been made for use by the allied troops in France. Canary Island tobacco buyers, who are now known to be in the market for American "scrap," include Hamilton & Company, Henderson, Lane & Company, Francisco Cambreleng, Pedro Duque, Frederick Haworth, and Caulfield & Sons.

INCREASED COST OF CIGAR MANUFACTURING

Prices for raw material used by Canadian manufacturers in the making of cigars are 100 per cent. higher than those that existed in 1914. An idea of the increased costs can be obtained from the new list of prices. The cost of binder tobacco from the United States has increased 100 per cent. The price of "wrapper" from Sumatra is 200 per cent. higher. The cost of labor has gone up from $1.50 to $2 per thousand cigars; cigar boxes are at a premium because of inability to get delivery of a sufficient quantity of lumber.

Generally speaking, the shortage of southern tobacco has proved beneficial to the Canadian tobacco farmer, who is now having his leaf made up into some brands of cigars.

As to recent war taxes, tobacco men say that the have been taxed in a manner that does not permit of their easing some of the burden onto the consumer. The Canadian Government assessment of $1 per thousand cigars could not be divided up so as to properly apportion the increased costs, under which circumstances the manufacturer had to carry the extra cost himself.

WHAT IS A MATCH?

A MATCH is the pivot upon which smoking tobacco turns; a cigar, a cigarette or a filled pipe without a match, is a dismal failure. General Crooks, the great Indian fighter, once related a curious incident concerning a match, at a dinner in Denver. He and three of his staff were riding along a very dry trail in Arizona when a member of the staff confessed to having some cigars. After the distribution was made, not a match could be found in the whole party. "And then," said General Crooks, "I looked down and I'll be blessed if a perfectly good match was not lying there on the trail, almost under the foot of my horse."

That does not explain what a match is, but the United States Tariff Commission, in a recent investigation, found out a lot about it.

Muriate of potash is an essential ingredient. Before the war it came from Germany, but the domestic supply is now sufficient.

The domestic production of matches in 1917 amounted to 28,805,000 gross. There was a greatly increased importation in 1917 from Sweden and Japan, but the import of matches from Japan was restricted by the War Trade Board in April, 1918. Labor in the industry is cheaper in foreign countries, but the American machinery is generally superior. In Japan women constituted 70 per cent. of the employes and in America 30 per cent. In the United States the women employes are limited to the occupations of packer, wrapper and slider.

In Japan most of the work in the production of matches is done in the homes of the workers, the children and both parents contributing to the output.

Recent tests made by the Bureau of Standards and the National Board of Fire Underwriters resulted in the finding that the Japanese match is inferior in quality to either the Scandinavian or American match, and that in respect to fire hazard the Japanese product is the more dangerous.

Since July 1, 1913, no white phosphorus or poisonous matches have been made in the United States.

Of the various substitutes for white phosphorus, used in late years in "strike-anywhere" matches the best is sesquisulphide of phosphorus. It is non-poisonous, yields no injurious vapors in the factory is reasonable in price and is sufficiently sensitive.

WHAT "TOMMY" WANTED

The mails from home had been received by a certain regiment. One Tommy received a large bo addressed to himself, and with a triumphant yell he rushed off to his company's lines and gathered them around him to share the contents of the box.

"Smokes, lads," he cried, as he unfastened the wrapping. "From the old man, I know it."

He opened the box, gave one look and collapsed in a heap. "It's from old Aunt Mary," groaned the warrior. "Bandages an' 'intment, an' embrocation, an' splints, an' a book on 'ow to be your own surgin."—*Chicago Herald.*

DISCRIMINATOR
NEW 7c CIGAR
Has proven its quality by the strong repeat in points where placed. It is now beyond the experimental stage—it satisfies—and with our guarantee for quality and workmanship behind Discriminator, you will find a profitable and fast repeating cigar. Don't believe what we say, but make us convince you.
DISCRIMINATOR
NEW 7c CIGAR
BOBROW BROS.
Makers of the Bold Cigar
PHILADELPHIA

DEALERS
There's a Big Demand for
FLOR DE MELBA
The Cigar Supreme
They're quite a bit better than others. All popular shapes.
Sell for 3 for 25c, 10c straight, 2 for 25c, 3 for 50c and 25c straight.
Our national advertising helps you sell FLOR DE MELBAS.
Thousands of satisfied FLOR DE MELBA smokers help you increase your business.
See your jobber now, or write us
I. Lewis Cigar Mfg. Co. - Newark, N. J.
Largest Independent Cigar Factory in the World

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

TURKISH CIGARETTES
CADO COMPANY, INC.
145 Lafayette Street - New York City
BRANDS { Fifty-Six - - - - - 10 for 25c
Cado - - - - - 10 for 15c
Water Lily - - - - - 20 for 15c

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.
LIVE DISTRIBUTORS WANTED

Cork Tips **Cork Bobbins**
BOUCHER CORK & MACHINE COMPANY, Inc.
122-222 WEST 18TH STREET NEW YORK

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN. AROMATIZER. BOX FLAVORS. PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Notes and Comment

"Our friends are still asking what to use to destroy aphides or plant lice," writes Editor W. F. Massey in *The Progressive Farmer*, who goes on to say: "There are numerous species of these, and I have probably said fifty times that tobacco or some product of tobacco is the great specific for plant lice, whether on cabbage, apple trees, cotton roots, or roses. Spraying with a strong decoction of tobacco stems made with boiling water and used when cold will destroy them."

English matches are now selling, it is stated, in Calcutta at the rate of six for a penny—six individual matches, not boxes! Japanese matches are being imported by the million, but they are of the ultra-safety kind—most of them refuse to strike either on the box or anywhere else.—*Cigar and Tobacco World* (London).

In consequence of the requests of several prominent importers of Manila cigars a ruling was issued by the Internal Revenue Department to correct errors of classification of cigars brought from the Philippine Islands. In each case a special assessment will be made covering the difference between the revenue paid at the factory and the amount charged under the classification into which they are changed. This, of course, means the payment of $1.00 per 1000 for changing from Class A to Class B, $2.00 per 1000 for changing from Class B to Class C, and so forth.

A special meeting of the stockholders of the Liggett & Myers Tobacco Company, will be held on June 18, for the purpose of voting on the issue of $21,496,400 Class B, Common Stock. Approval of the new issue will double the authorized common capitalization. Since January 1, 1912, the company has paid out approximately 96 per cent. in dividends on the common stock. The need for larger resources is due to war conditions.

The total yearly production of the Brazilian match factories is from 380,000 to 420,000 tins of 8 1-3 gross (1200) boxes, each box containing from fifty to sixty matches. Two types of matches are manufactured—wooden safety matches, modeled after the Scandinavian type, and wax safety matches. The comparative production of these two kinds can not be ascertained exactly, but it is estimated that of the above total of about 400,000 tins, only between 30,000 and 40,000 tins, or about ten per cent., are of the wax variety. Practically no matches are imported from abroad owing to the high customs duties protecting the domestic industry.

FOR THE PROGRESSIVE MANUFACTURER

A LEAF counter has been added to the facilitating devices now on the market. This bit of equipment counts only the stripped leaves and in any number (from 20 to 80) to the pad. This device is attached to stripping machines, and will doubtless prove a popular addition to labor-saving devices used in the tobacco industry. Its price is within the reach of all. The manufacturers state that a large number of orders have already been booked.

Machinery Will Help Industry

THE enormous expansion of the tobacco industry at this time, together with the growing labor shortage, indicates that the time is not far off when the entire trade will begin to take a real interest in the use of facilitating devices for producing the various tobacco products.

The field for the development of tobacco machinery is unlimited, but there are at present a great number of successful labor-saving devices on the market. The thorough and complete investigation of such equipment will prove of advantage to every manufacturer who desires to keep his production as near normal as possible in these strenuous times. Every manufacturer whose growing stream of orders exceeds his ability to fill them will want to make use of every possible method of meeting the demand. The manufacturer who keeps his brand before the trade through judicious advertising, and before the public through the meeting of the demand for his goods, will be in a position to reap a great business harvest at the close of the war.

While there are difficulties to be experienced in securing needed equipment for factory production, nevertheless it is not too soon to begin to investigate and place orders for such devices as meet the requirements.

The United States will eventually astonish the world with its quantity production, made possible, entirely, through the use of machinery. The tobacco industry, which has been tardy in advancement along mechanical lines, will be compelled to adopt new methods of production in order to meet the demand. These new methods will consist largely in the use of facilitating devices.

Two of the largest cigar concerns in this country are already using practically all of the successful types of machinery that have been introduced for the production of cigars. The sale of their products is steadily moving forward which disproves the argument that cigars, made with facilitating devices, will not hold up in the market. Further, these devices are being used in the production of high-grade cigars, the sales of which are steadily growing.

Everything that is happening in the United States today tends to prove that we are totally unprepared for the enormous expansion of our industries which is taking place. We cannot believe that this expansion is temporary. Certainly, it is not true of the cigar and tobacco industry, which faces a demand for its products unequalled in its entire history.

It is not too much to say that the manufacturer of machinery for the cigar and tobacco trade will find a ready sale for his products today among the progressive manufacturers of tobacco products. Mechanical devices is the surest and quickest answer to the call for increased production.

Matches have been included in the list of restricted imports, and no applications for licenses on importation of safety matches have been granted on shipments from abroad later than April 15. As one American match is worth three Swedish ones, the net loss to the consumer will not be very large. The imported safety matches have been steadily growing worse.

44
LIPSCHUTZ'S 44 CIGAR
ADLON 10c CIGAR
The achievement of the Lipschutz Standard in cigars represents twenty-five years of close co-operation with the *trade* and the *consumer;* it is the result of an ideal that cannot be satisfied with anything short of perfection, and the result is a nation-wide prestige.
Through the growth of public approval the consumption of cigars made by the Lipschutz Standard is increasing every year.
The "44" oval products are marketed under a name that carries with it a responsibility for quality.
"44" Cigar Co., Philadelphia

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CIGAR CONTAINERS CANNOT BE RE-USED

In response to inquiries as to whether it is permissible to use for the second time, cigar cans, from which all labels and revenue stamps have been removed, M. F. West, acting deputy commissioner, has advised the counsel of the Independent Retail Tobacconists' Association, that the cans cannot be so used under existing statutes. The department has been very considerate on the question and concedes the advantages of permitting can redemptions, but at the time Congress was considering the War Revenue Act, which was approved October 3, 1917, recommendations were made by the department in regard to the re-use of packages for packing tobacco, snuff, cigars and cigarettes, but Congress did not see fit to adopt the recommendation.

LACK OF TOBACCO!

That a scarcity of tobacco makes men savage is indicated by the correspondence from Birmingham, England, to "The Cigar and Tobacco World," of London. The writer states that "considerable damage has been done during the last week or two to plate-glass windows belonging to tobacconists, and as the object does not appear to be theft it is surmised that those responsible for the mischief are under the impression that the trade is responsible for the present scarcity. Messrs. Badman Brothers had a large window smashed at their Snow Hill premises, and Mr. W. E. Stone, of Constitution Hill, was another sufferer. In Ashton Road, Lichfield Road, and other thoroughfares in the same locality, no fewer than a dozen cases were reported. In one instance a brick was thrown through the window."

AS IT WILL BE IN 1925

Drink to me only with thine eyes,
And I will toast with mine;
For all the land is dry as dust,
And we can't ask for wine.
Don't leave a kiss within the cup—
A kiss intoxicates.
Inebriation is a crime
In these United States.

Drink to me only with thine eyes,
And don't use THEM too much,
Or you would make me drunk with bliss,
And I would know the clutch
Of legal hands upon my sleeve
And languish in a cell,
Because I drank your loving glance,
Not wisely but too well.

Drink to me only with thine eyes,
And do that on the sly,
Lest those who guard our morals note
You have a liquid eye.
Let not your smile be one to make
My spirit rise at all,
For those who make the laws might think
That spirit Alcohol!

—BERTON BRALEY.

(Reprinted from April 4, 1918, issue of *Life*. Copyrighted Life Publishing Company.)

Prisoners' Communications

REGULATIONS surrounding communication by relatives and friends with American soldiers who are prisoners of war, have been provided by the War Department. Prisoners of war are entitled to receive and send letters, money orders and valuables, as well as parcels by post, when intended for international mail, free from all postal duties.

The articles which may be sent to such prisoners are limited, but include cigars, cigarettes, smoking and chewing tobacco and pipes.

All mail should be plainly addressed to the prisoner of war, giving his rank, full name, and the name of the prison camp where held, if known, followed by "Prisoner of War Mail, via New York." Mail intended for prisoners of war of enemy countries interned in the United States, should be addressed to them by name, followed by the designation of the war prison barracks where interned.

In addition, all prisoner of war mail should bear the name and address of the sender written in the upper left-hand corner, and in the case of parcel post packages the relationship of the sender to the prisoner of war should be clearly stated, immediately following the sender's name. Parcel post packages for prisoners in enemy countries may not be sent by organizations or societies, and only one such package per month may be sent to any one prisoner of war, the limit of weight for each package being eleven pounds.

If more than one package is received the one apparently from the prisoner's next of kin will be forwarded and the others held in New York pending communication with the sender, with whose consent the excess packages may be forwarded to some other prisoner of war who, in that particular month, has received no package from any source. If such consent is not given, the packages will be returned to the sender.

These regulations will be of interest to every retail dealer, as undoubtedly, as the war progresses, more and more requests for information will come to him by customers anxious to send something to relatives or friends captured by the enemy. As many of the tobacco stores carry other lines, also, the following list of what may be included in such packages will be of value:

Belts, other than leather; brushes, hair, hand, tooth, shaving and shoe; buttons, hard candy, combs, crackers or biscuits, gloves, other than leather; handkerchiefs, pocket knives, needles and thread, pencils, pens, penholders, pins, safety razors and blades, shaving soap, powder or cream, toilet soap, socks, sweaters, tooth powder, paste or liquid; towels, underwear, personal photographs and periodicals published prior to the beginning of the war.

Letters and parcels received for prisoners of war will be subjected to a rigid censorship. No communication will be permitted to contain any statement, allusion or suggestion of a nature to be of assistance to an enemy or an ally of an enemy, nor may any statement contained therein relate to any commercial transactions. Mailed articles for prisoners of war may not be registered.

C. L. L.

—IF—

You want to sell a factory

You want to buy a factory

You want a partner

You want to sell machinery or equipment

You want to buy second-hand machinery or equipment

You want to sell scraps, cuttings, etc.

You want to buy scraps, cuttings, etc.

You want superintendents, foremen, etc.

You want to reach manufacturers, jobbers, retailers, clerks and salesmen, try a classified ad in

The Tobacco World

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	**(see Note A),**	**$5.00**
Search	**(see Note B),**	**1.00**
Transfer,		**2.00**
Duplicate Certificate,		**2.00**

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

THE HARVESTER LIBERTOS:—40,628. For cigars, cigarettes, cheroots and tobacco. May 1, 1918. Sam'l I. Davis & Co., New York City.

BIBLE LAND:—40,629. For cigars. May 3, 1918. Portsmouth Cigar Co., Portsmouth, N. H.

AERO ACE:—40,630. For cigars, tobacco and stogies. May 5, 1918. Chas. N. Krohn & Co., Cincinnati, O.

TRADE ACCEPTANCE:—40,631. For all tobacco products. May 3, 1918. The Mochle Litho. Co., Brooklyn, N. Y.

SANTA EKATERINIE:—40,634. For cigars and cigarettes. May 2, 1918. Peter Kanes, Atlanta, Ga.

ORIGINAL BLOOM:—40,635. For cigars only. April 25, 1918. L. Bloom, Inc., New York City.

LEOPARD:—40,638. For cigars only. February 25, 1918. H. Derksen & Sons Co., Ashkosh, Wis.

CLAUDE DEBUSSY:—40,639. For all tobacco products. May 13, 1918. Heywood, Strasser & Voigt Litho. Co., New York City.

WAR CHEST:—40,644. For cigars, cigarettes and smoking tobacco. May 13, 1918. Hilbronner & Jacobs, Philadelphia, Pa.

SERVICE CROSS:—40,645. For all tobacco products. May 15, 1918. American Litho. Co., New York City.

SERVICE MEDAL:—40,646. For all tobacco products. May 15, 1918. American Litho. Co., New York City.

NON SKID:—40,647. For cigars. May 3, 1918. Clegg Cigar Co., Greensboro, N. C.

LORD BERGFIELD:—40,648. For cigars, cigarettes and tobacco. May 15, 1918. Max E. Starlight, New York City.

TRANSFERS

GENERAL CUSTER:—6014 (Tobacco Leaf). For cigars. Registered October 8, 1891, by Cusino Bros., Monroe, Mich. Transferred by Joseph E. Cluskey, Administrator of Estate of Marvin Cusino, deceased, to A. N. Mantecon, Toledo, O., April 18, 1918.

PETER NAVARRE (THE SCOUT):—31,599 (Tobacco Leaf). For cigars, cigarettes, cheroots, stogies and tobacco. Registered May 2, 1906, by Globe Cigar Co., Toledo, O. Transferred by Joseph E. Cluskey, Administrator of Estate of Marvin Cusino, Proprietor of Globe Cigar Co., to A. N. Mantecon, Toledo, O., April 18, 1918.

CORNUCOPIA:—309 (The Association). Registered July 14, 1881, by Kerbs & Spiess, New York City. Transferred by the General Cigar Co., their successors, to the Havana Production Co., Inc., New York City, April 18, 1918.

LACLEDE BOUQUET:—18,384 (U. S. Patent Office). For cigars. Registered December 26, 1914, by F. J. Dauscha, St. Louis, Mo. Transferred to Geo. Fehl Blue Ribbon Cigar Co., St. Louis, Mo., August 1, 1917.

ROLLS ROYCE:—40,573. For cigars. Registered March 21, 1918, by American Exchange Cigar Co., New York City. Transferred to Park & Tilford, New York City, May 13, 1918.

LA FLOR DE GENERAL GRANT:—16,676 (U. S. Tobacco Journal). For cigars, cigarettes and tobacco. Registered November 5, 1894, by Deutsch Bros. & Graham, New York City. Transferred to Max E. Starlight, New York City, May 13, 1918.

TERDI:—4428 (Trade-Mark Record). For cigars. Registered September 17, 1887, by Geo. Schlegel, New York City. By various transfers was acquired by the American Litho. Co., New York City, and re-transferred to the Havana Production Co., New York City, May 1, 1918.

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

FOR SALE—SHORT FILLER SCRAP, made from all Ohio tobacco, price 30 cents. Also have fine lot Dutch tops for sale. Will buy low grades of all kinds. C. C. Ehrhart, Versailles, Ohio. Factory No. 9, Tenth District.

FOR SALE—Twenty-four Miller, DuBrul & Peters suction tables, in perfect condition. For a quick sale a very low price will be accepted. Address Box 151, "The Tobacco World."

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

HELP WANTED

WANTED—STRIPPER FOREMAN FOR LARGE WESTERN MANUFACTURER. Must be competent and reliable. Permanent position to the right man. Reference required. Address "Western," care of "Tobacco World."

WANTED

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made. J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

MASTRO VERDI:—17,340 (Trade-Mark Record). For cigars. Registered January 5, 1897, by Bucher & Bucher, Dayton, O. Transferred to American Litho. Co., New York City, and re-transferred to Havana Production Co., New York City, May 1, 1918.

CANCELLED

LORD READING:—40,627. For all tobacco products. Registered May 2, 1917, by American Litho. Co., New York City. Cancelled May 15, 1918.

A NEW WAY

In Texas a colored man came into a drug store and insisted that someone should talk for him. Upon being told that he would have to do his own talking he approached the telephone, took down the receiver, and after turning it over two or three times and examining it carefully, said: "Boss, Ah don't believe Ah kin git dat t'ing in mah mous."

Many of us are looking with envy at the men in uniforms, the natty naval lieutenants, the famous United States Marines, the red-corded artillery, the blue-corded infantry, the yellow-corded cavalry. We are too young or too old or rejected; but every suit is a service suit that has the right button on it, or a card of W. S. S. in the pocket.

Advices were received on May 6 by the New York agency of the Philippine National Bank in the Woolworth Building, to the effect that the Philippine Islands had subscribed $4,625,000 to the Liberty Loan. This includes the bank's share in the loan, which amounted to $500,000, and is 50 per cent. over the quota which was allotted to the islands. The Philippines' quota was $3,000,000.—*Tobacco.*

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
INCORPORATED
LOUISVILLE, KY., - - U. S. A.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

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We have on hand quite a number of very attractive Stock Labels, which we are closing out *with all rights to the title and design.* This enables anyone to acquire a *Private Label* at a very insignificant cost. Write for samples and particulars.

LOUIS E. NEUMAN & CO.
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Parmenter Wax-Lined Coupon Cigar Pockets

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Write for Sample Card and Price List to Department W
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Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain
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129 Fifth Avenue, New York City

LUCKY STRIKE Cigarette—a new flavor. It's toasted. Toasting holds the Burley flavor and adds to it. You don't eat raw meat. You don't drink raw coffee. You prefer toast to soggy bread. 95 per cent of your food is subjected to heat before you eat it, because the heating adds to the flavor and improves the taste. Like the greater part of the food which you place in your mouth, LUCKY STRIKE Cigarettes are subjected to heat. THEY'RE TOASTED. Toasting holds the Burley flavor and adds to the taste.

LUCKY STRIKE
The Real Burley
Cigarette
It's Toasted

GUARANTEED BY
The American Tobacco Co.
INCORPORATED

VOLUME 38 NO. 12

The TOBACCO WORLD

JUNE 15, 1918

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Do you know what a War Savings Stamp is?

War Saving Stamps are small-size U. S. Government securities of the safest kind, an investment that pays good interest. They cost in May $4.16 (one cent more each following month). On January 1, 1923, each War Savings Stamp pays back to its owner $5.00 in cash. In case of necessity these stamps can be cashed without loss, on ten days' notice at any post office.

When you buy War Savings Stamps you are not giving a cent to anyone—you are simply putting your money into safe keeping at good interest—saving it for yourself. But in doing this you are taking a hand in helping to win the worst war in history.

W.S.S.
WAR SAVINGS STAMPS
ISSUED BY THE
UNITED STATES
GOVERNMENT

BUY A STAMP
TODAY

The National
War Savings Committee

MADE IN BOND

FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

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GENUINE

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Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.

PHILADELPHIA

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand Clear Havana Cigars

OFFICE AND FACTORY: TAMPA, FLORIDA

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CHANCELLOR

The Acknowledged Leader Among Mild Sumatra Wrapped Havana Cigars

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TADEMA HAVANA CIGARS

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"HAVANA RIBBON"

THE PERFECT CIGAR

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.
To Dealers:- Write us a postal for a peach of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.
P. B. GRAVELY TOBACCO CO. DANVILLE, VA.
DEPT. A

Just the place for TOBACCO MEN

HOTEL LEMARQUIS

12 EAST 31st STREET, (4 doors from Fifth Avenue) NEW YORK CITY

In the heart of the Wholesale District, two blocks from Pennsylvania Station; five minutes from Grand Central Station.

The most central American plan hotel in the city. Rooms with private bath and meals from $3.50 a day, or from $2 a day without meals.

Illustrated booklet and guide map of New York sent on request if you mention Tobacco World. Address John P. Tolson, Mgr.

ROCKY FORD CIGAR

HAND MADE — DELICIOUS FLAVOR

MANUFACTURED IN OUR NEWARK, N. J., FACTORIES

We also manufacture, at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 2 for 5c—3c each and 3 for 10c., giving the Jobber and Retailer an exceptional margin of profit.

UNION AMERICAN CIGAR CO.

General Offices, Pittsburgh, Pa.

For Gentlemen of Good Taste

San Felice CIGARS

The Deisel-Wemmer Co., LIMA, O.

DISCRIMINATOR

NEW 7c CIGAR

Has proven its quality by the strong repeat in points where placed. It is now beyond the experimental stage—it satisfies—and with our guarantee for quality and workmanship behind Discriminator, you will find a profitable and fast repeating cigar. Don't believe what we say, but make us convince you.

DISCRIMINATOR

NEW 7c CIGAR

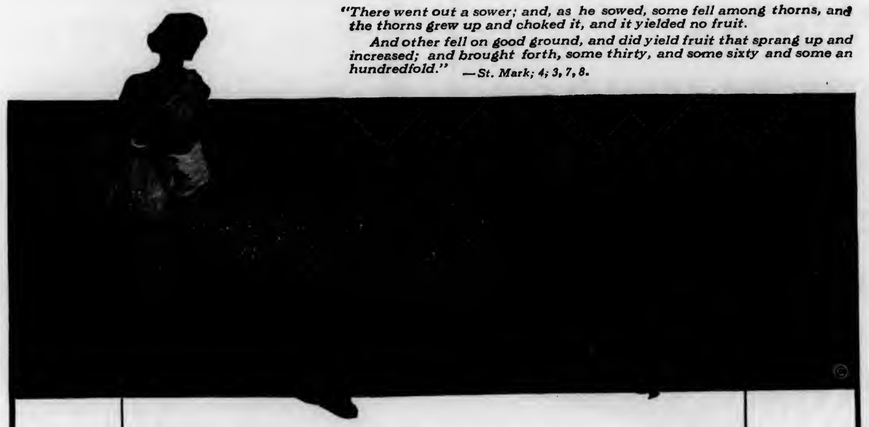
BOBROW BROS.

Makers of the Bold Cigar

PHILADELPHIA

"There went out a sower; and, as he sowed, some fell among thorns, and the thorns grew up and choked it, and it yielded no fruit.

And other fell on good ground, and did yield fruit that sprang up and increased; and brought forth, some thirty, and some sixty and some an hundredfold." —St. Mark; 4; 3, 7, 8.



Like the Parable of the Sower

some manufacturers do not use sufficient foresight to determine where their advertising seeds are sown, or where they fall.

They attempt to simply throw the seeds to the four winds — hit or miss — without regard for the thorny, or stony ground, or the waysides, where the seed is devoured, scorched or withers away.

The wise sower of advertising seed selects the good, fertile fields; and he, therefore, not only reaps harvests thirty, sixty or an hundredfold, but *saves much seed:*—and surely this is no time for waste of either advertising seed (dollars) or time.

When selecting the business fields which you want to sow and cultivate, don't scatter your seed — conserve it and plant where it will do most good;— where it will flourish, thrive and bear forth fruit in the form of increased business an hundredfold. Plant your advertising seed in

The Tobacco World
236 CHESTNUT STREET
PHILADELPHIA

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The Tobacco World

Established 1881

Volume 38 — June 15, 1918 — No. 12

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THREE DOLLARS will bring you a copy of the National Directory of Cigar Manufacturers. This is the current edition compiled by N. W. Mead. The regular price is **FIVE** Dollars. You SAVE Two Dollars by acting quickly.

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CIGARS

Our Motto: "QUALITY"

Office and Salesroom, 801-803 THIRD AVE.

NEW YORK CITY

Volume 38 **THE TOBACCO WORLD** Number 12

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, June 15, 1918 Foreign $3.50

Unusual Opportunity to Build Up Export Trade In Our Manufactured Tobacco Products

THE industries of this country are being organized along lines to give a quantity production that will astonish the world. When our tremendous industrial forces reach the peak of their achievement there will be no question of our ability to maintain our Allies throughout the war period.

We should look forward, however, to the disposition of this great output after the war is over. The logical solution will be in maintaining our export outlets acquired during the war period. The reorganization of Europe will take some time, and for that period it will depend on the United States, more or less. Doubtless immigration will be somewhat restricted but mechanical labor-saving devices will more than care for the shortage in labor, if it exists at that time.

At present the tobacco industry, in some branches, is working to capacity, in other branches there is less activity. It should be borne in mind that there is a world scarcity of manufactured tobacco products, as well as unmanufactured leaf. Comparatively speaking, higher prices are commanded for manufactured products in every part of the world than in the United States, at the present time.

Embargoes at present interfere with the extensive building up of a foreign trade in these lines, but there is nothing to prevent a start being made to place our tobacco products in every country in the world where a State monopoly does not exist.

A man need not necessarily be a large manufacturer in order to undertake this step. The product counts as much as the production. And any investigator will find on examination scores of small firms in this country that have lived for years on an export business and whose products are practically unknown at home.

It has been said that our manufactured tobacco is not fitted as a product to enter this world commerce. It may pay to see whether this statement is true, bearing in mind that almost anything a man sets out to accomplish he can do if he sticks at it long enough.

Look at what has happened in the cigarette industry when men of brains get together and determine to do something.

Here's one thing that happened. We exported more cigarettes in 1917 that we manufactured in 1909. The total number exported was 7,033,626,000. The total number of cigarettes, both large and small, produced in 1909 was 6,836,652,432.

In 1917 we exported to China, alone, 4,949,137,000 cigarettes. In the year 1906 the entire output of large and small cigarettes in the United States totalled only 4,511,000,000.

Other countries which are steadily growing customers of United States cigarettes are Panama, Siam and the Straits Settlements. The exports to the war zone are comparatively small.

The cigarette industry is sending more of its products abroad today than it produced nine years ago. Machinery has no doubt played an important part in the development of quantity production to meet this growing demand.

In 1916 Victoria, Australia, imported nearly a million dollars' worth of cigars and cigarettes from the U. S. A.

British East Indies, China, Australasia and other countries (exclusive of the United States), used nearly 83,000,000 cigars made in Manila in 1917.

Cuba sent to the ports of the world nearly 70,000,000 cigars in 1917, and this exclusive of 44,000,000 and more sent to the United States.

Here are represented two distinctly different classes of cigars. Manila's 83,000,000 cigars were valued at about $930,000 while the 70,000,000 sent out by Cuba were valued at nearly $3,000,000.

There are at least two concerns in the United States that manufacture in the course of a year as many cigars as Cuba and Manila combined.

If the nations of the world will use nearly 150,000,000 cigars from Cuba and Manila, just because they happen to know and like these products, how many hundred millions would they consume if the great advertising powers of the United States were called into action to exploit the cigars made in the United States?

The growth of the United States cigarette in China is an example of what advertising can accomplish. And this has been done in the face of the competition of one of the largest tobacco concerns in the world.

The truth is that the tobacco trade has been asleep. It has been self-satisfied. It has worried along with

its home problems without turning attention to any other source for an outlet.

There is one pertinent fact to be borne in mind. Business conditions after this war will be entirely different from what they are today, or have been. The laggard will be left far behind. The manufacturer who has allowed his brand to be forgotten by the trade and the consumer will have to exhaust every resource to secure his old position, and he may not succeed then.

The men who tackle the business problems of this country after the war will be trained and disciplined to the minute. No opportunity to advance their employers' interest will be neglected. Competition will be keener than it ever has been before.

In peace the slogan has been "Prepare for War," and in war the slogan of the wise business man is, "Prepare for Peace," meaning that you should set your house in order for the commercial developments that are bound to follow.

The tobacco trade needs vision, it needs to look ahead. What men dreamed five years ago are realities today. What men are dreaming about world trade today will be realities tomorrow. The tobacco industry of the United States can have its share if it works for it. But mere wanting will not get it. Hard work is the only sure way to accomplish the goal.

The trade paper that cries to the manufacturer today to advertise his product to the trade, is not entirely selfish in its motive. The tobacco industry must advance if the tobacco trade paper is to remain an institution. The trade paper must devote some intelligent effort to assist in this progress if there is to remain an industry to support it.

Every trade paper of consequence is, today, receiving requests for sample copies from all parts of the world, as well as from its own country. The reason is that progressive merchants are waking up to the fact that to remain in business they must keep up with news and information concerning the industry.

Why are great commercial bodies in foreign countries, like our own Chambers of Commerce, writing to the trade papers for sample copies, sending in subscriptions, asking for information, etc.? The simple answer is that with the progress of the war the entire world is beginning to look to the United States as its most certain source of supply. Most of this is coming today without solicitation but after the war it will be another story. Then we will have to meet the competition of other nations in proportion to the preparations they have made during the war to regain their commercial prestige.

Our leaf growers are going to come into competition with new sources of supply. Countries whose leaf amounted to little consequence formerly, are now studying the most approved methods of leaf tobacco culture. They are hiring our own experts when the chance offers.

The Cuban cigar manufacturers and leaf dealers are doing less advertising today than ever in their recent history. This is partly due to conditions and partly due to an easily discouraged temperament. This is the very time when they should make their bid to hold their prestige. Even if they have nothing to sell today, there will be a market for them to sell in when they do have the products to deliver. But will they ever be able to regain their old markets?

The fact that Germany cannot advertise her markets is a greater blow to her foreign commerce than the fact that she cannot deliver the goods.

With most firms the trade paper appropriation is but a drop in the bucket compared to the various expenses charged to advertising and publicity. At the same time it is one of the most vital forms of publicity and should be maintained at all costs.

The results of constantly advertising a brand, or a trade-mark, are too well-known to need discussion. Thousands of firms are spending more on advertising today than ever before, despite the fact that they will not be able to deliver another article until after the war!

The tobacco industry should take firm hold of itself and awaken to the possibilities that lie before it. What we have literally forced on us today we will, figuratively (only, let us hope), have to fight for after the war. The world markets are within our grasp to educate and they will be ours to sell if we start right and now.

Imported Labor for Tobacco Growers

Washington, D. C.

THE first batch of Porto Rican laborers to be imported for farm, railroad and similar work in the United States will arrive within a few weeks, according to officials of the Department of Labor, and will immediately be apportioned among the sections which have applied for them.

As reported some time ago in THE TOBACCO WORLD, the Department of Labor has been making plans for the importation of over one hundred thousand natives from Porto Rico and the Virgin Islands for use as common labor here, replacing men taken for the army or transferred to war work. As Porto Rico is a great tobacco country, many applications for workmen have been received from growers in the South, who have faced a serious labor problem through the continued migration of negroes to other sections of the country.

Most of the first lots imported will be set to work on Government construction, being housed and fed by the Government at a minimum cost. This will relieve the common labor market considerably and, as further batches arrive, they will be put on the farms and railroads as needed.

The transfer of this labor has been held up for some months through lack of shipping accommodations. The War Department, however, has agreed to bring the islanders over on the home trips of transports carrying supplies to the mobilization base at San Juan.

What A Salesman Ought To Know

By Frank Farrington

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CHAPTER VI

IT is not what a man says or does that makes him a success at selling goods in the cigar store; it is what he knows. There is no end to the knowledge you can accumulate to your advantage. Many a little item of information about tobaccos will loom big in the customer's mind when the right time comes to make use of it.

A man begins selling as a green hand. Nobody ever possessed a ready-made inherited knowledge of salesmanship. At the outset your attitude toward your work is going to influence your success. You may start at once to learn the rudimentary principles, the sound sense of salesmanship, or you may try to slip along by slick, tricky, questionable methods.

A good merchant has no use for the salesman who regards salesmanship as merely any method that will work off the goods and he has no use for the man who has the marks of failure on him. The man with a good cigar store, or the manager of a chain of stores is looking for the kind of fellows who start into selling with a determination to find out all about it and to make use of the knowledge.

One of the first things the salesman needs to know is that it is an absolute necessity that the boss makes money on his work. There has to be more than enough profit on the sales to pay his salary. So the salesman needs to give his attention to small things, to small sales as well as to large ones, to small economies as well as to large savings. The salesman must know how to help make the business profitable, how to make his services profitable.

The clerks in a cigar store can help to reduce expenses and eliminate waste and they should have a realization of the fact that a dollar is a dollar wherever it appears in the figures of a business, and that it is never to be regarded as "only a dollar."

Unless you pay attention to such things while you are a salesman, you will never be in line for a position as manager and you certainly would never make good with a business of your own.

Your employer's business is your own business. You are working for yourself when you are hustling for the store that employs you and if you do not get this into your head, you will never succeed.

Every salesman should know what lines ought to be pushed harder, what goods are hanging fire or what goods there is too much stock. When the boss passes out information along these lines, the salesman ought to give heed to it, not merely let it go in one ear and out the other. How many salesmen do you know who take an interest in the condition of stock and make it their business to try hard every day to carry out the wishes of the boss about pushing certain lines? You may be sure that the fellows who take that position are fellows scheduled to go higher early.

It is much easier to hand out what customers ask for and let it go at that. Selling anything more than the customer comes to buy is salesmanship and salesmanship is work. Simply complying with a request to hand out "A package of those," or "Half a dozen of those perfectos," is not salesmanship and it is not entitled to salesmanship salary. Salesmanship, intelligently practiced, increases the profits of the store and makes higher salaries possible. The store, without real salesmen, is a store of low wages and it has to be so.

A salesman is engaged to work not merely for his wages, but for the promotion and development of the business. This means that he must be interested in making sales, but it means, too, that he must know what the manager wants sold. He must work to sell the goods that need to be sold rather than just those that sell easiest. Of course successful selling must take into consideration the interests of the customer, but it is often the case that the best interests of the customer are advanced by selling him something more than just what he came to buy.

When a young salesman finds that he is often compelled to reply, "I don't know" to a customer's question, he may make up his mind he is not making good. You cannot expect to give satisfaction to customers while unable to answer their questions.

No matter how complicated the stock you handle, the customer expects you to know all about it. He figures that the profit he pays the store is paid for knowledge put at his service. The only way to give the impression that you know is to *know*. The man who bluffs and does not really know is going to be found out, and that means a loss of the trade of the customers he has bluffed: Of course you cannot know everything, but study and learn all you can. Learn as much as possible and then never say "I don't know." If you really do not know and cannot satisfactorily evade a direct reply, instead of saying "I don't know," say "I'll find out."

The two replies may admit the same state of ignorance, but the mere difference in the words makes a difference in the suggestion conveyed to the hearer's mind. When there are two ways of putting a statement, always put it in the way that gets the most credit for the store. This may be a little thing, but salesmanship is made up of little things.

You ought to know how to say what you want to say in the way that will produce the best effect. Salesmanship is creating in a man a desire to own certain goods and a determination to buy them. Did you ever consider whether the kind of talk you use with a customer is such as will make him want to buy. Go over in your mind the things you said to your last customer. Consider your questions and his and your replies. Regard the transaction in cold blood from an outsider's point of view and see how it impresses you. You will probably find, in watching your various sales, that you

(*Continued on Page 22*)

Making Use of Manufacturers' Co-operation

By G. D. Crain, Jr.

Copyright 1918, by G. D. Crain, Jr.

MANUFACTURERS know that their success lies in doing business with successful merchants. It is impossible for a manufacturer to make money unless the retailers with whom he is dealing are likewise making money .

That is why everybody in the organization of a manufacturing concern, from the president on down, and with special emphasis on the traveling men, is anxious to give every possible assistance to those who are distributing their goods.

Many merchants make use of co-operation, which emanates from the manufacturers, appreciating it at its full value, and realizing that while they have something to gain, the dealers themselves will profit most.

Others think that because the suggestions come from the manufacturer, the latter has "an ax to grind," and that they can best serve their own interests by disregarding these offers of friendly assistance.

I know a merchant who owes his present strong position to the aid that has been given him by traveling men. He said not long ago that on one occasion a tip from a salesman, regarding a sharp rise in the price of goods, enabled him to save many hundreds of dollars on a single purchase.

This merchant gives the glad hand to every traveling man who comes into his store, because he appreciates the fact that each of these visitors can, if he desires to do so, be of very definite assistance to him.

He doesn't buy of every salesman, of course; but he makes each caller feel that he got all the consideration that he was entitled to, and each salesman becomes a booster for that merchant and that store. Isn't it worth while to have a bunch of friends like that?

Traveling salesmen keep their eyes open, as a rule, and see the good and bad points of the stores that they visit. The merchant who shows that he wants to get ideas regarding the management of his business, including the display of the merchandise, the training of salesmen, etc., will get all sorts of suggestions from the travelers, many of them of direct application to his business. These suggestions are worth money.

As indicated, the traveling man knows the markets in his own particular line, and is often in a position to give the buyer for the retail store some particularly good advice on this subject. The merchant who voluntarily closes his ears to information of this character is overlooking a big bet. He is making it just a little harder than necessary for him to buy right, and buying right is just about half the battle in the successful conduct of a retail establishment.

There are other forms of co-operation extended by the manufacturer. Most of them have what are known among advertising men as "dealer helps." These consist of window display material, store cards and other advertising matter, the use of which helps to create a demand in the store for the products of the manufacturer.

The dealer can logically argue that the use of this material benefits the manufacturer, because the brand of his product is shown on the cards, etc. But after the merchant has put the goods into stock they are his goods, and he is more concerned than anybody else, even the manufacturer, in disposing of them.

The interest of the producer is in getting the merchandise out of the store, so as to make way for additional goods. To that extent the interests of the merchant and the manufacturer are identical. That is why the retailer is justified in using every bit of advertising matter that comes to him, providing it is calculated to increase the interest of his customers in those particular goods.

Another angle on this proposition is that many of the articles carried by the dealer are likely to be advertised by the manufacturer. The latter is probably spending money to acquaint the public with the merits of his product. The customer who has seen the manufacturer's advertising, and then sees the announcements in the store window or inside the store, connects the two, and whatever influence the manufacturer's advertising may have had thus reacts to the benefit of the dealer.

Futhermore, most stores are short-handed at present. The sale that is made with the least effort is the profitable, worth-while sale. The use of display matter helps to force a decision by the customer, so that instead of asking to be shown an assortment of goods, a particular item is called for. To that extent the utilization of the manufacturer's advertising helps is a benefit in bringing about sales in a shorter time and with less effort.

Some of the manufacturers have dealers' service bureaus, which take up specifically the inquiries that their distributors send to them with reference to retail merchandising questions. Often these bureaus can outline methods of handling the goods that will bring better results than have been experienced heretofore. The merchant is, therefore, justified in making use of any co-operation of this character.

The writer knows of one house that sends out a monthly bulletin to its dealers, showing methods of promoting its goods during the current month. Apparently this is an entirely selfish move, and of course use of the methods will increase sales of these goods. Yet the dealers frequently make use of the selling plans contained in the bulletins, because it is profitable for them to do so.

The merchant, in these times of war stress, can afford to use every available help. It will be an advantage to him to use the salesman and use the house, and to avail himself of the advertising and display material which the manufacturers offer. He can be his own judge of what is best suited for use in his store and in his community, but he ought at least to pass judgment on the sales promotion matter that the houses supplying his merchandise can furnish.

SCHINASI BROS
NATURAL
CIGARETTES

WISE men who prefer Turkish Cigarettes vote Schinasi Bros. Naturals, the coolest and most refreshing smoke on the market.

It's a matter of selecting and blending the genuine Turkish leaf only.

It's a great Cigarette with a great sale!

SCHINASI BROS.
1790 Broadway
New York

More Taxes For Tobacco Industry

THE discussion of a new war revenue bill naturally interests the tobacco industry, and the tobacco industry as a source of revenue seems to be unanimously selected if we are to judge from the tone of editorial comment concerning the new measure.

We are assured that this new bill will be a "wise, just and righteous revenue measure," according to Chairman Kitchin. If the original law is to be taken as an example of Mr. Kitchin's idea of equitable measures we are certainly entitled to hold some doubts as to the meritorious qualities of the proposed bill. The unusual ability to do things well, as demonstrated by some branches of the present Administration, does not, unhappily, seem to have been inherited by the chairman of the House Ways and Means Committee. Since environment and association indelibly mark our acts and thoughts we may indulge in the hope that since the original revenue bill was written Mr. Kitchin has vastly benefited by his environment and associations.

As regards the tobacco industry there is no complaint. It has always stood more than its fair share and will always lend every effort to contribute to the national welfare with the expectation that it will be dealt with fairly.

There is some cause for alarm, however, in the continual suggestions by newspaper and magagine writers that tobacco should be heavily taxed. Such propaganda is bound, sooner or later, to create a prejudice in the minds of our national legislators to the detriment of a vast industry.

Aside from the creation of a tobacco section of the War Industries Board, and noting the fact that tobacco has been at last added to army rations, we learn with considerable interest that tobacco has been classed as a *necessity* and that its producers will be given preferential fuel supplies. This, according to a communication to Senator Swanson, of Virginia, from the War Industries Board.

A writer in the "Journal of Commerce," after talking with Senator Simmons, of the Senate Finance Committee, intimates that the small portion of the new revenue not taken from incomes and profits would be based on increased taxation of liquor and tobacco and other luxuries.

As far as liquor is concerned an additional tax can make little difference. Since distilled liquors are no longer produced, the price has jumped enormously and for the man who wants it additional taxes will not matter. The beer that is being made today is distinguishable from cold tea only because of the label. The price, per case, is higher than ordinary liquor per quart. Taxes on beer will create little opposition.

But tobacco is in an entirely different class. We have heard of no cases on record where a man has beaten his wife or broke up the dining-room furniture because he had been smoking. On the other hand there is a mass of evidence pertaining to the tranquilizing effect of tobacco under every condition.

Probably twenty-five per cent. of the population uses tobacco in some form. There are nearly six hundred thousand places in which it is sold.

Tobacco was paying more than $100,000,000 annually toward the support of the Government when many industries, to be counted actually as luxuries, were paying nothing and piling up vast fortunes.

The war revenue bill last year practically doubled the tobacco tax, and still allowed many products that should have been taxed to go untouched. The distribution ought to be more general in its character.

The tobacco industry well knows that it will be included in all war revenue bills, but it certainly is entitled to consideration as regards the amount of the additional tax.

Tobacco is the solace of the rich and poor alike, but the great gains in production have been made in smoking tobacco and cigarettes, forms used by those in small circumstances. Cheaper grades of domestic cigars are also to be included. Any tax that would create a prohibitive retail price should be avoided. The trade has not yet recovered from the readjustments made in prices last fall, and further heavy taxes would have a demoralizing effect.

It would be a great advantage to the tobacco industry if in establishing the new tax a definite statement could be made as to what period this tax would cover. The trade could then go along secure in the knowledge that no readjustment would be necessary for a specified time.

Manufacturers of tobacco products have not acquired any of the wealth that they may now have during the past five years. Conditions for some time have been against more than a living profit. Further, any accumulation of large profits is now met immediately by the excess profits and income tax.

Both sources, however, will be very definitely disturbed if the industry is subjected to a tax that will interfere with its production and sale.

Imports of Chinese Leaf Increasing

Imports of leaf tobacco from South China, which increased largely in 1917, are continuing to increase in volume this year.

Shipments of tobacco to the United States through Hong-kong last year were valued at $461,474, as compared with a total of $110,994 in 1916 and $35,573 in 1915. Before the war shipments were confined to tobacco for the use of Chinese residents in the United States. The exports promise a value of about $125,000 for the first quarter of 1918, or about three times the shipments for the corresponding period a year ago.

The continuation of this trade after the war will be largely affected by silver exchange. At present the high price of silver renders the cost of Chinese tobacco to American importers about twice its normal price.

The Universal Tobacco Leaf Counter. It counts only the Stripped Leaves and any number—from 20 to 80.

The Universal Tobacco Leaf Counter attached to a Model "M" Universal Tobacco Stripping and Booking Machine.

The noiseless—Model "M"—Latest type of Universal Tobacco Stripping and Booking Machine.

The Universal Tobacco Leaf Counter

Multiplies the Value of

The Universal Stripping and Booking Machine

THE Universal Tobacco Leaf Counter is to the cigar manufacturer who operates the "Model M" Universal Tobacco Stripping and Booking Machine, what the speedometer is to the motorist.

It counts *automatically* the stripped leaves and any number from 20 to 80 as they are fed into the "Model M" Universal Machine.

The operator sets the Leaf Counter for the number of leaves required. Then it counts automatically. No further attention is required.

When the allotted number of leaves have been fed into the "Model M" Machine the Universal Tobacco Leaf Counter rings a bell, flashes a signal flag and automatically sets itself back to zero, ready to start the count on the next book.

The Universal Leaf Counter can be quickly and easily attached to the "Model M" Universal Tobacco Machine without the help of a mechanic. No holes to be drilled or trouble involved.

Quickly pays for itself in the time and labor it saves.

Price $25.00 F. O. B. our Factory.
For further information write

UNIVERSAL TOBACCO MACHINE CO.

79 FIFTH AVENUE : : NEW YORK, N. Y.
Factory, 98-104 Murray Street, Newark, N. J.

A REQUEST FOR PRAYER

(*Written for the Tobacco World.*)

Say, Mr. Chaplain, I wish you would pray
That the hearts of the people far away
Would pity our plight, as we march and fight,
On four little cigarettes a day.

If they'd only give us an extra one
Every time that we get a Hun.
When we get in this scrap right, you bet,
We would never want for a cigarette.

Today I punctured six husky Huns,
But my cigarettes were skinny ones,
And I gave away the last of the lot
To a boy that lay on a hospital cot.

I tell you what, it was well worth while.
I read in a book of a heavenly smile,
It was spread all over his torn up face,
As he said, "Say, pard, you're sure an ace."

So Mr. Chaplain, get busy and pray,
That the hearts of our people, so far away,
May pity our plight, as we march and fight,
And raise the ante to six a day.

—G. W. J.

MORE TOBACCO PRODUCTS WANTED

Washington, D. C.

Despite the fact that the Government has but recently taken over the entire output of two tobacco factories for the soldiers, it is still in the market for considerable quantities of tobacco and cigars and, under the supervision of Lieutenant Lilly, is soon to buy the following items:

Smoking tobacco:		12,000	packages
		9,940	bags
		6,000	packages
		502,000	"
Chewing tobacco:		1,720	pounds
		4,800	"
		1,500	"
Cigars: 1/10		500	boxes
"		1,000	"
"	Londres,	230	"
1/20		700	"
"		720	"
"	Perfectos,	350	"
"	Presidio,	100	"
"	Perfectos,	325	"
1/40		100	"
"		250	"
"	Excellentes,	800	"
"	Perfectos,	600	"
"		800	"
"	Excellentes	600	"
"	Londres	1,200	"

C. L. L.

Since the inauguration in Venezuela of direct governmental administration of the stamp, cigarette and liquor taxes and the salt monopoly, revenue from these sources has greatly increased.

NATIONAL WAR SAVINGS DAY

THE National War Savings Committee, which is carrying on, through its State and local committees, a nation-wide campaign to get all the people on or before June 28th to pledge themselves to save to the utmost of their ability and to buy War Savings Stamps with their savings has given out the following statement:

"Those of us who remain at home while others do the fighting have an ever-increasing number of opportunities to do definite and highly important work for our country. We wish to do this work as an expression of the gratitude we feel in being privileged to continue at our usual tasks, to enjoy the loving companionship of our families, to meet freely with our friends and neighbors, to enjoy all the security of life and most of the pleasures and the economic privileges of peace times while other men, who have had to put aside all these things, are fighting our battles for us on the sacred soil of France and on the high seas.

"Our new opportunity to serve comes as a result of designating June 28th as National War Savings Day, a day on which all men and women and all children of sufficient years to appreciate the day's significance are called upon to pledge themselves to save to the utmost of their ability and to conserve all possible labor and materials for the Government, and to buy War Savings Stamps with their savings. Our part is to do everything possible to make this day stand out among the great days of this period of the war.

"Could any one of us be asked to do less than this? Could any one of us refuse to do so little a thing to win a war for the world's freedom? Could any one of us put aside this plea for saving while all Europe is crying out in its agony to be released from the clutches of the monster that is befouling all it touches? Could we refuse so simple a thing and at the same time ask other men to give their lives that our own precious lives be spared and our firesides be kept safe from the terrors of the Hun?

"Our duty is clear, our privilege is great, our sacrifice is litle, our work is important.

"National War Savings Day is to be the great rallying day on which everyone in our country is expected to pledge himself or herself to save and economize. This saving and economizing will first of all leave in the markets a greater supply of labor and materials for the use of the Government with which to fight the war. and then the money savings of the individuals are to be invested in War Savings Stamps.

"What the Government asks us to do is to pledge ourselves to buy at definite periods with our savings a specific amount of War Savings Stamps. The thing to be accomplished is to get subscriptions which will take care during the balance of the present year of the unsold portion of the $2,000,000,000 of War Savings Stamps authorized by the Congress to be sold during 1918.

"When one stops to think of the matter, it i. really a small thing to raise $2,000,000,000 in a country of more than 100,000,000 people. If everyone would do his share, it would be necessary for each person to subscribe to only $20 worth of stamps.

These two *"dependables"* smoke *dependable* cigars

WHETHER you march away with them or are one of the "dependables" who cheer them on their way, you can profit by their example.

And, by the way, if you *do* go with them you will probably find OWL and WHITE OWL at your destination. For the boys in khaki at camps all over the country are showing marked friendship for these *dependable* cigars.

So whether you go or stay, light up an OWL or WHITE OWL cigar. Settle back for a good half hour of downright pleasure.

We make OWLS and WHITE OWLS only from leaf which has cured to the very "peak-point" of mellow fragrance. To so cure leaf requires, on the average, about 18 months.

And this policy demands a leaf reserve so great as to insure always a sufficient stock of "ready" leaf for OWL and WHITE OWL. Such a reserve is never worth less than $1,000,000. At some seasons its value is almost $2,000,000. And by these means will OWL and WHITE OWL dependability be insured—always.

DEALERS:
If your distributor does not sell these dependable cigars, write us.
GENERAL CIGAR CO., INC.
119 W. 40th Street
New York City

OWL 6c

white OWL 7c

WHITE OWL ▾ Invincible Shape 7c

OWL ▾ Square-end 6c

Branded for your protection

Banded

TWO DEPENDABLE CIGARS

This is one of a series of full-page advertising appearing in Saturday Evening Post.

THE U. S. GOVERNMENT URGE

ATTENTI

A Real Substitu

"Damptite"

Is a parchment-l
tin top and botto
ity of an all-tin can, and in ad
absorb and retain the aroma an
keep it fresh. *TIN* containers a

Don't confuse this with the ordinary fi
cans have an impenetrable wall th
through, hence the reason for cig
aroma and fragrance.

DAMPTITE cans are the only
cigars. A trial order will convi

DAMPTITE cans serve the Nation's ne
by delivering cigars to the consumer in
There is real economy in them for the

Return mail will bring you

"Damp

Samples and price

WIEDMANN-ST. LOUIS

1117-23 NORTH BROADWAY

GARRETT H. SMITH, Inc.
106 E. 19th Street
NEW YORK CITY
Sole Agent for the States of New York, New Jersey, Pennsylvania, Delaware, Maryland and Florida

CONSERVATION OF TIN PLATE

PATRIOTS

r Tin Cigar Cans

"Damptite"

TIN RIM

cigar can with a tin rim,
the strength and durabil-
qualities which
of the cigar and
his.

DAMPTITE
e does not pass
g their original

dor carriers for

ving tin plate, and
good as a humidor.
turer.

ite

BOX CO.

ST. LOUIS, MO.

AMERICAN BOX SUPPLY CO.
383 Monroe Street
DETROIT, MICH.
Sole Agents for the States of Michigan, Indiana and Ohio

Girls for Clerks

Washington, D. C.

WHAT they will do after July 1st, when all men of draft age must either engage in some "useful" occupation or enter the army, is at present the chief trouble of the tobacco industry. The thought that they can replace men thus taken away by girls or by men above draft age is, at best, but small consolation, for present labor conditions make any sort of help, regardless of age or sex, very difficult to procure.

Under the regulations promulgated by the Provost Marshal General, retail and wholesale dealers and manufacturers stand to lose all the men they have who are of draft age, for the term "clerk," as used therein, has been deemed to mean a person without technical training, to secure which a special course of study was necessary, whose work can be done by a man above draft age or a woman. It is asserted there is no work in the tobacco industry that comes within that demnition and that the only way in which men may be left in that occupation is by the construction placed upon their work by the local board in each individual case—if the local board deems cigar making to be a useful occupation essential or at least helpful in winning the war the men may remain; otherwise, they are sure to be taken away.

Many tobacco men are not waiting for July 1st to show them how they stand, but, instead, are already training girls in the work formerly done by men. The United Cigar Stores Company, for instance, in its Washington branches, at least, is for training girls to work at the soda fountains, as nearly every man so engaged at present will be taken next month. Other stores are training girls in the selling of tobacco and cigars, making ready for the change which they know is inevitable.

The question of future operation is one fraught with serious possibilities. While the local draft board may deem employment in a factory whose product is taken entirely by the Government for the troops abroad sufficiently important to be called a useful occupation, it is feared that factories working for the trade will lose all their men of draft age. At the present time it is possible to operate, probably, with the available men over the draft limit, but the future looms big with hints of an increase in the draft age, for industrial purposes, at least, which will take these men also.

Thus far, no complaint has been heard from tobacco dealers. It is to win the war—and that is sufficient. Speculation as to what the final result will be for dealers whose forces are greatly depleted by this regulation and the regulations which will surely come in the near future must not be confused with complaint. There is no complaint, but the natural fear that what is often a lifetime of work is about to be wiped out.

The trade is right behind the Provost Marshal General. It is but right that the available men should devote their energies to occupations which are essential for the winning of the conflict, and while the recently-issued regulations will be a bad blow to the already serious labor problem, there will be no "kick," but merely the hope that it will result in a quicker victory.

Notes and Comment

From whatever angle it may be considered, an investment by an American citizen in Liberty Bonds or War Savings Stamps is the best investment in the world.

A consular report from Paraguay states that the tobacco harvest will be at least 20 per cent. better than it has been for the last two or three years. The average value of the tobacco exported from Paraguay during the past three years was about $500,000 gold.

The "Edison Monthly" says, that while machine work is not considered by any means the equal of hand work on large cigars, it excels in the manufacture of the "little cigars," which amounted to a billion last year. Electric machines can turn out 1200 of these little smokes in one hour.

The report that the captain of an American company at the front, from Harvard, said to his men: "Now, fellows, we must treat these Germans with extreme severity," is not true. What he did say was: "Now, boys, let's get at these xqz pgd?*! Huns, and give them *?x**."

No one can send tobacco, cigarettes or anything else to a soldier "over there" without showing, at the post office here, a certificate of request by the soldier, countersigned by his regimental commander. Goods may still be shipped through the Emergency Aid, Y. M. C. A. and Red Cross organizations.

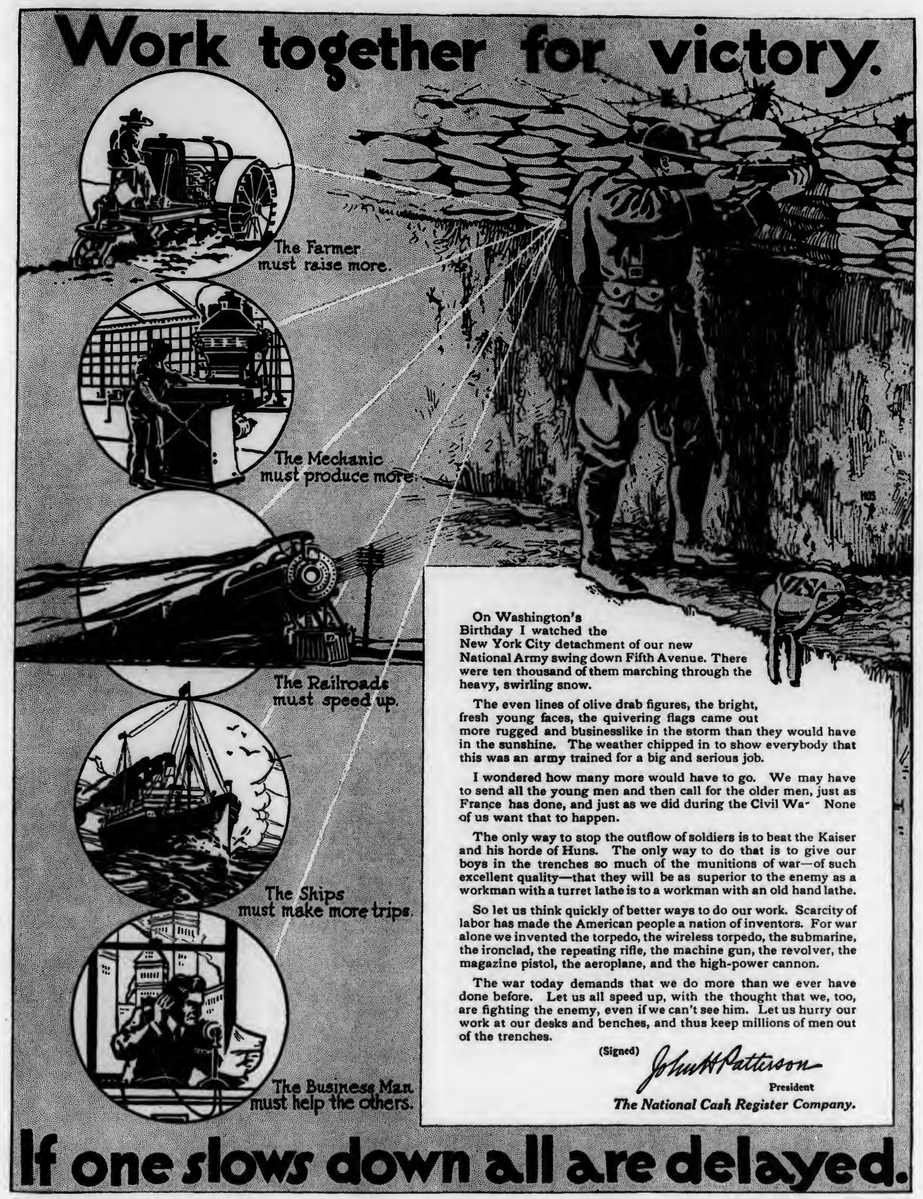
A very interesting decision was handed down on June 3rd, by the United States Supreme Court, holding that the Federal Child Labor Law, which prohibited the employment of children under the age of fourteen years in the manufacture of goods to be shipped or transported in interstate commerce, etc., is unconstitutional.

Trade of the United States with Cuba in 1917 was $445,000,000 against $198,000,000 in 1913, the year preceding the war. A compilation by the National City Bank of New York shows that the United States is now supplying 76 per cent. of the imports of Cuba, against 53 per cent. in 1913; and taking 75 per cent. of its exports, against 8 per cent. in 1913. Sugar, tobacco, bananas, cocoa, tropical fruits, iron ore, manganese oxide and cattle hides are the principal articles imported into the United States from Cuba, while our exports to the Island include meats, lard, flour, corn, eggs, cheese, condensed milk, temperate zone fruits, coal and all classes of manufactures.—"Business Digest."

NOTHING DOING!

"I like this quaint little mountain village of yours, waiter. I suppose I can get plenty of oxygen here."

"No, sir; we've got local option."—"Baltimore American."


Work together for victory.
The Farmer must raise more.
The Mechanic must produce more.
The Railroads must speed up.
The Skips must make more trips.
The Business Man must help the others.
On Washington's Birthday I watched the New York City detachment of our new National Army swing down Fifth Avenue. There were ten thousand of them marching through the heavy, swirling snow.
The even lines of olive drab figures, the bright, fresh young faces, the quivering flags came out more rugged and businesslike in the storm than they would have in the sunshine. The weather chipped in to show everybody that this was an army trained for a big and serious job.
I wondered how many more would have to go. We may have to send all the young men and then call for the older men, just as France has done, and just as we did during the Civil War. None of us want that to happen.
The only way to stop the outflow of soldiers is to beat the Kaiser and his horde of Huns. The only way to do that is to give our boys in the trenches so much of the munitions of war—of such excellent quality—that they will be as superior to the enemy as a workman with a turret lathe is to a workman with an old hand lathe.
So let us think quickly of better ways to do our work. Scarcity of labor has made the American people a nation of inventors. For war alone we invented the torpedo, the wireless torpedo, the submarine, the ironclad, the repeating rifle, the machine gun, the revolver, the magazine pistol, the aeroplane, and the high-power cannon.
The war today demands that we do more than we ever have done before. Let us all speed up, with the thought that we, too, are fighting the enemy, even if we can't see him. Let us hurry our work at our desks and benches, and thus keep millions of men out of the trenches.
(Signed) John H. Patterson
President
The National Cash Register Company.
If one slows down all are delayed.

Ninth District Conditions

CONTRARY to expectations the output of cigars in the Ninth Pennsylvania Revenue District during the month of May showed a decrease of over two millions over the previous month. It had been forecasted that the month would at least have held its own in volume of business; the receipt of a number of Government orders in the district and the report from several factories that they would be able to use more cigars if they could make them was taken as an indication that business continued brisk.

The greatest reduction in production was in Class A cigars, composed of those selling at four cents and less. The figures for the month show an output of 8,798,170 of this class of cigars, as compared with 11,368,060 in the month of April. The April figures were on about an average with those for the last six months. Closer analysis of the figures for the two months brings out the significant fact that it was only in the cheapest grade of cigars that there was any decrease of any consequence, Class B cigars, composed of those selling at from four to seven cents, remaining at approximately the same figures as regards production, while Class C cigars, selling at seven cents and above, showed a marked increase. In total production May fell below April to the extent of 2,292,970, but the decline in Class A cigars reached 2,569,890, a figure greater than the entire decrease of the month, showing that class to be responsible for the decrease.

Even greater prosperity is indicated in the way of production on the increase of cigars made to sell at seven cents and above. May's figures for Class C cigars have not been exceeded in this district by any month since last October, when the total production of all classes reached the high-water mark. May's output was 3,297,300, an increase of almost fifty per cent. over the preceding month.

Agents of cigar dealers still continue to come here looking for cigars to buy at from $13 to $16 per thousand, only to be informed that there are none to be had at that figure. The market is entirely bare of such goods, the advance in the cost of tobacco and increased wages paid cigarmakers having operated to eliminate them from the market. The two-for-five cigar is about at an end and there is rapidly developing a three, six, seven, ten and twelve cent market.

One of the largest transactions in 1917 tobacco that have taken place for months was consummated last week. Julius Marqusee, of New York, the largest independent dealer, disposed of 1700 cases to Sutter Brothers, of New York. It is rumored that the price was in the neighborhood of forty-five cents.

Quietness prevails in local tobacco circles. Packers are continuing the inspection of their packings. Some black rot is being found. While some packers are finding quite a considerable amount, others are finding very little, and on the whole it is probable that the percentage will not be larger than usual.

Growers continue busy planting the new crop. Probably half the crop has already been planted. It is making good growth, the weather being favorable.—"Lancaster Examiner."

Red Sea Country Tobacco

CONSUL Addison E. Southard, located at Aden, the principal port of the Red Sea country, says, in a recent report, that throughout the Red Sea district the only manufacturing industries of importance are the production of salt by evaporating sea water and the making of cigarettes on a comparatively small scale.

From 1914 to 1917, there was a large increase in the imports of unmanufactured tobacco, much of which was for use in the local cigarette industry. Supplies of Turkish and Greek tobacco, which are used for making cigarettes, could not be obtained and as a consequence the imports of Indian tobacco largely increased. Considerable tobacco is produced in the part of Arabia to the east of Aden, and it is exported to Aden through Makallah and other Arabian Gulf ports. A large share of the Indian tobacco was re-exported to Jibuti, Massaua, and Egypt, as those places, as well as Aden, were unable to secure the normal supplies of Turkish and Greek tobacco for their cigarette industries. Total imports of unmanufactured tobacco in 1916-17 amounted in value to $749,339, as compared with $699,859 in 1915-16.

A remarkable feature of the cigarette trade was the importation during 1916-17 of 262,309 pounds of cigarettes, valued at $134,690, which came mostly from England. During the preceding year the imports of cigarettes were 67.451 pounds, valued at $29,150, but previous to that the imports of cigarettes were comparatively unimportant. This remarkable increase in imports of foreign-made cigarettes is accounted for by the needs of the troops stationed at Aden.

In 1916-17 Aden exported cigarettes to the value of $140.614, principally to India. It is not possible to state what part of the exports was transshipment cargo and what part was produced locally, but it is believed that possibly one-third of the total exports was of local production. Aden has a number of small cigarette factories, mainly operated by Greeks and Arabian Jews.

Total imports of cigars decreased, but imports of Philippine cigars amounted to $1424 in value, as compared with a value of $666 during the preceding year. Imports of Philippine cigars are steadily increasing and are taking the place of the Indian cheroots, which until recent years were the principal cigars sold in Aden.

Since the war conditions of shipping have been distinctly unfavorable for American trade with the Aden-Red Sea district, and the establishing of a direct service by American ships would be an improvement even over the conditions that prevailed in normal times. Aden importers and exporters would be glad to organize their business so as to give a definite monthly cargo. There is always a lot of freight moving between Indian and American ports, to which could be added the considerable Aden-Red Sea business.

"Do I bore you?" asked the mosquito, politely, as he sunk a half-inch shaft into the man's leg.

"Not at all," replied the man, squashing him with a book. "How do I strike you?"

—Exch.

GROWERS OF WRAPPERS

Under Shade

in

CONNECTICUT

FLORIDA

and

GEORGIA

AMERICAN SUMATRA TOBACCO CO.

142 Water Street, New York City

What A Salesman Ought To Know

(*Continued from Page 9*)

make use again and again of the same phrases and statements. See that you put these forth in the strongest form. Use the language best adapted to getting your message across. Just the matter of how you say it influences the effect of what you say.

If you make mistakes in handling a customer, how are you going to avoid the same mistakes next time unless by criticising in your own mind the previous errors?

Of course no two customers are alike and each requires different treatment from the rest, but there are certain rules that fit them all and you ought to know what all men need as well as what individuals need.

Some salesmen try to drive their customers. Men of all ages and stages resent being driven—but any man can be led.

To be able to lead a man you ought to know something about character and characteristics. Learn to know something about a man by the way he acts when he comes into the store, by his language, by his carriage, his dress, his face, his manner. Some men can be led without effort, but there are others who are suspicious of all efforts to sell them anything outside of the article they asked for. Then, there are customers who know more about salesmanship than you do and they may be critical and require the most careful treatment without a chance for them to see the salesmanship wheels working in your head.

It ought not to be difficult to become acquainted with the peculiarities of a great many of the men who visit the store. Rather than depend on remembering each one's characteristics you ought to keep an indexed memorandum book in your vest pocket and in this a page may be given to each man and notes made that will help in handling him successfully. You can thus fit yourself to take up incidentally with each man the subject of greatest interest to him.

In many men's minds there is a department of caution that is over-developed. They are afraid to buy anything different. Their minds are grooved. When a different proposition is put up to such a man, he refers it to this caution department and even though his ordinary judgment may tell him that your proposition is sound, this abnormal bump of caution may inspire him with doubt and keep him from buying. It is your business as a salesman to get a decision and make the sale before the suggestion gets referred to this caution department.

Keep the favorable side of your proposition uppermost and keep the man considering it actively so there will be no chance for him to think it over with a view to finding the flaws in it. It is your business as a salesman to present your proposition to a man in such concrete form, so obviously plain that he can grasp its advantages understandingly without feeling that he needs to take time to go over it. There are plenty of men, you know, who will regard any exceptional proposition even if it involves no more than a nickel investment.

An active mind in the salesman can get a customer to decide even against his better judgment. A writer on salesmanship relates the following: "I saw two little Italian boys selling pineapples on a Chicago street at seven cents each, three for twenty-five cents. They were making sale after sale at the latter rate to men whose intelligence was, of course, enough to comprehend the kink in the offer, but who bought before they exercised their reasoning power."

Of course this was a trick, and trickiness has no place in salesmanship, even though by means of it you make sales that would otherwise be missed, but the illustration shows what quick wit will do.

One of the most important things for a salesman to know is how to treat the customer who does not buy. We have all had experience with salesmen who made themselves disagreeable when we refused to buy. No high-class salesman acts that way, but even without being really rude, a salesman may allow himself the privilege of a superior air or a way of saying "Good day" or even "Thank you" that will intimate ignorance on the buyer's part and leave an unpleasant impression.

To leave an unpleasant impression, though only a slight one, is to handicap the store and make it unlikely the customer will come back soon. A successful salesman may find one of the chief reasons for his success in the fact that he is able to act just as pleasantly with the customer who refuses to buy as with the generous purchaser.

The poorest and most ambitionless salesman, the man who does not seem to care a continental whether the customer buys or not, is sure to develop plenty of interest in the customer's refusal to buy. A salesman who will not make an effort to be pleasant and to make a good sale, will make an obvious effort to be disagreeable when he does not make the sale.

Every cigar store salesman should know that his success and his salary depend upon his increasing his knowledge of the cigar selling business, and upon his putting his knowledge to use every day in his work.

As previously announced, the annual meeting of the Tobacco Association of the United States will be held at the St. Charles' Hotel, Atlantic City, N. J., June 27, 28 and 29. Any one who may not have paid their annual dues should send them at once to the secretary-treasurer, G. E. Webb, Winston-Salem, N. C.

A good smoke is the open sesame to friendly comforts and friendly thoughts, and good tobacco is like a wise watchdog—it admits friendly thoughts and keeps from the portals of one's mind the unfriendly or unworthy ones.—Richard A. Foley in "New York American."

Manila Makes Them Right

and

They Make Money For You

Every box of Manila cigars is given a careful inspection to insure its arrival in the United States in good condition. A manufacturer is required to submit a sworn declaration before the government officials make their inspection and if the cigars do not come up to the standard the manufacturer is penalized.

The leading cigar dealers of America have long since discovered advantages in handling Manilas. Their quality and character are maintained. They offer the smoker splendid values and the dealer a fair profit. On the points of workmanship, mildness, burn and price, Manila cigars are unrivaled in the United States. And the fine sizes of Manilas show the same value, quality and profit to the trade as the cheaper grades when compared with domestic goods of the same class.

There is Money For You in Manila Cigars of Every Shape and Size

List of manufacturers and importers on application

MANILA AD AGENCY, 546 West 124th Street, New York

DEALERS

There's a Big Demand for

FLOR DE

MELBA

The Cigar Supreme

They're quite a bit better than others. All popular shapes.

Sell for 3 for 25c, 10c straight, 2 for 25c, 3 for 50c and 25c straight.

Our national advertising helps you sell FLOR DE MELBAS.

Thousands of satisfied FLOR DE MELBA smokers help you increase your business.

See your jobber now, or write us

I. Lewis Cigar Mfg. Co. - Newark, N. J.

Largest Independent Cigar Factory in the World

44

LIPSCHUTZ'S 44 CIGAR

ADLON 10c CIGAR

The achievement of the Lipschutz Standard in cigars represents twenty-five years of close co-operation with the *trade* and the *consumer;* it is the result of an ideal that cannot be satisfied with anything short of perfection, and the result is a nation-wide prestige.

Through the growth of public approval the consumption of cigars made by the Lipschutz Standard is increasing every year.

The "44" oval products are marketed under a name that carries with it a responsibility for quality.

"44" Cigar Co., Philadelphia

LEAF EXPORTS FALLING

Washington, D. C.

A FALLING off of more than $7,000,000 in the value of our exports of unmanufactured tobacco is shown by Department of Commerce statistics for the ten months ended with April, as compared with the corresponding period of 1917. The figures show great changes in our markets for this commodity—Denmark and Sweden have been entirely eliminated, the Netherlands and Norway very nearly so, while but few countries are importing greater quantities than last year, the notable exceptions being France, Spain, Canada and Hongkong.

The following table shows in detail the exports to the various countries during the ten-month periods of the last two fiscal years:

	1917. *Pounds.*	1917. *Value.*	1918. *Pounds.*	1918. *Value.*
Denmark,	15,403,035	$1,823,673		
France,	58,339,114	6,059,872	62,332,986	$9,198,200
Italy,	41,472,607	4,695,015	33,914,687	4,354,056
Netherlands,	54,407,776	5,885,624	1,434,890	184,739
Norway,	3,667,487	523,147	881,436	156,827
Portugal,	1,841,882	232,904	4,078,482	779,284
Spain,	7,379,407	617,331	17,536,122	2,412,077
Sweden,	3,862,790	381,775		
Switzerland,	1,019,919	122,543	3,484,999	585,527
United Kingdom,	115,606,299	21,219,429	45,940,933	16,279,780
Canada,	11,484,292	2,565,714	11,086,243	3,763,409
Mexico,	1,381,792	160,641	1,750,869	242,681
Argentina,	3,602,368	583,249	2,080,742	324,361
China,	7,696,055	1,287,638	5,934,169	1,796,273
Hongkong,	2,926,628	600,767	3,328,700	1,159,069
Japan,	2,608,771	495,742	1,736,206	585,090
Australia,	15,447,727	3,073,022	3,855,198	1,147,320
British West Africa,	9,455,921	1,314,075	7,071,599	1,216,201
French Africa,	3,502,396	445,197	2,032,366	343,883
Other countries,	6,110,645	894,423	4,878,833	1,091,429
Total,	367,216,911	$52,981,781	213,359,460	$45,620,206
Stems and trimmings,	5,140,610	164,369	371,612	20,521
Cigars and cheroots,		38,684		367,761
Plug,	4,490,669	1,242,074	4,209,201	1,133,995
Smoking,	2,071,597	1,079,597	2,747,180	1,279,315
All others,		372,684		383,134

CIGARETTE EXPORTS STILL GAINING

Washington, D. C.

An increase of $5,000,000 in the exports of cigarettes during the fiscal year 1918, as compared with 1917, is estimated from the figures that have been compiled by the Department of Commerce for the first ten months. These statistics show that during that period 7,313,740,000 cigarettes, valued at $13,943,491, were shipped from this country, compared with 4,912,330,000, valued at $9,275,618, during the first ten months of the fiscal year 1917.

By far the greatest part of this increase is going to the unspecified countries which before the war took less than a quarter million dollars' worth a year. As shown by the following detailed table, the Straits Settlements and Siam show a slight falling off, while China exhibits a big gain:

	1917. *Thousands.*	1917. *Value.*	1918. *Thousands.*	1918. *Value.*
Panama,	51,882	$124,555	66,127	$184,958
China,	3,397,458	6,768,291	4,209,201	7,424,100
Straits Settlements,	985,205	1,439,959	749,149	1,027,219
Siam,	195,360	363,507	132,000	213,858
Other countries,	282,425	579,306	2,157,263	5,093,356

The War Trade Board has issued a new edition of the "Manual for Shippers," containing rules and regulations for conducting a foreign business.

National War Savings Day June 28th

That's the day we sign up.

That's the day we tell Uncle Sam just how hard we want to win this war. That's the day our government has officially set for us to purchase War Savings Stamps.

On June 28th every man, woman and child in the United States will be called upon to pledge his or her full quota of War Savings Stamp purchases for 1918.

You will be expected to pledge the **full** amount that you can afford—no more—but by the same token, no less.

In every state, county, city, town and village the War Savings Committees are preparing for this big patriotic rally of June 28th. Unless you have already bought War Savings Stamps to the $1,000 limit, get busy with paper and pencil and figure out the **utmost** you can do.

Remember this. You take no chances when you go the limit on War Savings Stamps. They are the best and safest investment in the world. They pay you 4% interest compounded quarterly. They **can't** go below par. You can get back every dollar you put into War Savings Stamps **any time you need it.** You can turn them in at the Post Office **any time** for their full value plus interest.

Uncle Sam is asking hundreds of thousands of men to **give** their lives to their country. He is asking you only to **lend** your money.

What are **you** lending?

National War Savings Committee, Washington.

W.S.S. WAR SAVINGS STAMPS ISSUED BY THE UNITED STATES GOVERNMENT

Contributed through Division of Advertising — United States Gov't. Comm. on Public Information

This space contributed for the Winning of the War by

THE TOBACCO WORLD CORPORATION

STICK TO Cinco - IT'S SAFE
The smokers who buy and the dealers who sell 200,000,000 Cinco Cigars a year appreciate the protection of a brand manufactured with 68 years experience and with the most painstaking consideration for quality – and quality alone
EISENLOHR'S
Cinco
CIGARS
6 cents – to preserve the quality

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Meeting 1st Thursday of each month at Masonic Temple, 310 Lenox Ave., New York.

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Meeting 4th Tuesday of each month at Hotel McAlpin.

Notes and Comments

The Red Cross Institute for Crippled and Disabled Men, 311 Fourth Avenue, New York City, has selected cigar manufacturing as one of the industries for which crippled soldiers might be trained, provided their injuries did not involve the eyesight, arms or fingers. For this class of men the trade unions might be induced to allow classes to be formed in factories.

A dispatch from the Bureau of Imports, Washington, D. C., dated May 17, to Mr. Charles Dushkind, of the Tobacco Merchants' Association, stated that the War Trade Board had instructed the Bureau of Imports to issue licenses for the importation of Grecian tobacco, when coming as a return cargo from convenient European ports, when the loading can be done without delay and the origin of the tobacco is certified by the United States Consul.

The question of selling Turkish cigarettes in England was agitated in the House of Commons, by a member in April. In reply the president of the Board of Trade said: "There is a small and rapidly diminishing quantity of pure Turkish and Egyptian cigarettes being manufactured in this country from stocks imported prior to the outbreak of war. The majority of so-called Turkish and Egyptian cigarettes are made largely from a similar type of tobacco grown in Greece, Cyprus, Nyassaland, China and Japan."

Scarcity of tobacco, mostly of the "scrap" variety, has caused the shutting down of about a fourth of the cigarette factories in the Canary Islands. The scarcity has increased the price of this class of cigarette tobacco from $13.65 per hundredweight to between $18.20 and $19.50. Shipments from the United States began in 1915 to be made largely direct. Previous to that year more than three-fourths of the American tobacco actually consumed in the factories here came through Liverpool and Hamburg middlemen.

London "Tobacco" always has some interesting items. Among the May notices is one from Barrow-in-Furness, as follows: "Twist and Bogey have been especially scarce, and in order to stop the continual procession seeking to purchase, shopkeepers were obliged to stick up notices at the doorway or in the windows." There is no doubt that "Twist and Bogey" are popular, and we know "twist," but what is "bogey"? Nearly all the tobacco stores at Rotherham had signs displayed: "Nothing but cigarettes for sale. No matches."

Speaking of the making of tobacco an army ration the "New York World" says: "With the first arrival of American troops in France, General Pershing authorized the use by them of light wines, as is the custom of the country. If our severe Prohibitionists have not found it necessary to upset the entire war programme on this account, perhaps the hardly less abstemious anti-tobacco propaganda will wink at the solace which fighting men may be able to derive daily from two-fifths of an ounce of plug-cut or four soul-destroying cigarettes."

FREQUENT TAX ALTERATIONS

THE May number of *Tobacco,* one of the most influential trade journals in Great Britain, contains an editorial on "Frequent Tax Alterations," which should interest both the trades and the various governments of other countries. It says: "There is some vague idea that the tobacco trade objects to increases of taxation. Nothing could be farther from the mark. As a general truth the trade does not object to taxation. What it does object to is frequent *alteration* of taxes. The Chancellor of the Exchequer, on the occasion of the 1917 budget, did a wise thing politically perhaps—though we do not quite believe it—in truckling down to the spoiled children of the community. A naughty and unreasonable child can be corrected or humored. He chose the latter method. Hurricanes of feeling are undesirable, and at the time when he did it we back Mr. Bonar Law's political wisdom against our own or any emanating from traders as to the expediency of dropping 11d. of the previous increase. From a trade point of view, however, we all knew it was the wrong thing. The best course—from the purely trade viewpoint—would have been to allow the whole increase of 1s. 10d. to remain. However, that is history now, and the present rise from 6s. 5d. to 8s. 2d., or an increase of 1s. 9d., is curiously about double the 11d. abandoned last year. We hope that the tax has now been put at a high enough level to carry us over the war and through the period of reconstruction which will follow. For, as we have said, it is alteration that causes such inconvenience in the industry and dissatisfaction between the public and the trade."

The principle is one of wide application and is not more important to the tobacco industry than to other industries; that a tax having been imposed, and business conditions having been adjusted thereto, alterations are injurious, even where as in the example quoted, the tax is decreased.

The publication, from sources supposed to be more or less officially informed, that a new tax is likely to be imposed, has a tendency to hinder the progress of business, which is always disturbed by uncertainty.

If it was understood, or better still provided, when a new tax is imposed, whether it is in the nature of an increase or decrease, that no alteration would be made for a definite period, this evil would be remedied, and a further consideration of no light importance is that the prosperity of business is the measure of its ability to meet taxation.

It is well to go back to childhood and old stories with a moral, such for instance as, "The Goose That Laid the Golden Egg," translated into every language, for it contains the wisdom of the ages. There is a saying in Pennsylvania back counties, "wait for the egg until the hen gets off the nest." The moral of the latter is not to disturb the egg business until it has a chance to produce.

"Mamma, what does it mean when you're wined and dined?"

"That's an obsolete term, Harold. Now you are only grapejuiced and cornbreaded."—*Life.*

W D C
TRADE MARK

The Importance of Getting The Full Retail Price

SEVENTY-FIVE cents is a fair retail price for a good French Briar pipe. The retail merchant who asks less is not just to himself.

Pipe smokers will pay 75 cents or more. Men who buy pipes know conditions. They know that all materials cost more—that labor costs more. They are earning more and can afford to pay their share of the added cost.

Every jobber, every jobber's salesman, should advise his retail customers to get full value for the pipes they sell.

The retail merchant who sells the well-known, well-advertised W. D. C. pipes will have no trouble getting 75 cents for all regular pipes formerly sold at 50 cents, and increased prices on all other briar pipes in proportion.

The retailer is entitled to his full and fair profit.

WM. DEMUTH & CO.
230 Fifth Avenue—New York
World's Largest Pipe Manufacturer

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

JOSE F, ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

H. NEUBERGER COMPANY
Incorporated
130 Water Street
New York
IMPORT EXPORT
LEAF TOBACCO

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306 NO. THIRD STREET, PHILADELPHIA

ITALIANS NEED CIGARETTES

Washington, D. C.

Responding to a cable from the American Red Cross Commission in Italy, the headquarters of the organization here will immediately ship a million cigarettes over for distribution among the front-line soldiers, it has been announced.

The cablegram from the commission in Italy stated that tobacco is becoming increasingly difficult to obtain, not only in Italy, but in all of the allied countries, while at the same time there was nothing that the soldiers appreciated more.

SCHULTE GETS ANOTHER WASHINGTON STORE

Washington, D. C.

The Schulte Cigar Company, which less than a month ago opened a store here, will soon open another only half a block from the first establishment, at the southeast corner of Fifteenth Street and New York Avenue.

Washington is declared today to be one of the best cigar cities in the country by C. C. Nichols, Jr., who handles all real estate transactions for the cigar company, and there is a higher class of merchandise being sold here than in any of the larger metropolitan cities.

Work has already commenced upon the necessary alterations for the new store, which will be opened as soon as showcases and other fixtures have been installed.

LICENSE FOR THE IMPORTATION OF LEAF

There seems to have been some doubt as to whether or not the order of the War Trade Board of April 20th revoking all licenses for various commodities, including leaf tobacco, as of May 13th, operated as a revocation of the general license issued some time ago for the importation of tobacco from Cuba and the West Indies.

To clear up any doubt or misunderstanding on that point, the question was taken up by the T. M. A. with the Bureau of Imports, and the association is now able to state that it is in receipt of an official communication from the Director of the Bureau of Imports to the effect that the *General License for the importation of tobacco from Cuba and the West Indies is still in force.*

It may be stated, however, that with the rapid movement of events in Washington, it is, of course, impossible to foretell what may happen next or when it may happen.

Simple Simon met a Fly-Man
Going "Over There."
Said Simple Simon to the Fly-Man,
"Can't I do my share?"
Said the Fly-Man to Simple Simon.
"Then save up every penny, and while I fly, you go buy
Saving Stamps a-many."

—"Tobacco."

According to a report from Consul Horace J. Dickinson, located at Batavia, the exports of tobacco to the United States from the Dutch East Indies amounted in 1917, to 11,658,154 pounds.

TRADE-MARK REGISTRATIONS ABROAD

A RECENT issue of "Commerce Reports," the official publication of the Government, said that the apparent increase in the number of unauthorized applications for the registration of American trade-marks abroad calls for an emphatic reminder of the necessity of early registration of valuable trade-marks, especially in those foreign countries where the ownership of marks is based upon registration. The countries of Latin America have furnished a particularly profitable field for the registration of trade-marks for speculative purposes as most of those countries grant the exclusive right to use a mark to the first applicant without regard to its prior use by another. Nearly every issue of the official bulletins of some Latin-American countries contain applications for trade-mark registration that are evidently fraudulent or at least unauthorized.

The applications for trade-mark registration published in the official gazettes of the countries where the most difficulties have been experienced are examined regularly in the Bureau of Foreign and Domestic Commerce in order, so far as possible, to discover unauthorized attempts to appropriate American trade-marks, and the interested persons are notified. Several hundred of such notices have been sent out in recent months, and in some cases the rightful owners have been enabled to prevent the loss of their marks. It is impossible, however, to identify many of the marks examined, and frequently the owner of the mark can not be located. The time that necessarily elapses before the publications are received from the more remote countries like Argentina is often sufficient for the local applicant to complete registration before any opposition can be brought.

The only safe course to follow is to register trade-marks promptly in the name of the manufacturer in countries where any considerable business is carried on or anticipated.

USAGE TAX ON MOTOR DELIVERY VEHICLES

Merchants using automobiles and motorcycles for delivery or personal service will be called upon to pay a usage tax on such machines, under the terms of a bill which has been introduced into Congress by Representative Cox, of Indiana.

The bill provides that on the day the act takes effect, and thereafter on July 1st of each year, and also at the time of the original purchase of a new automobile or motorcycle by a user, if on any date other than July 1st, a tax is to be collected, amounting to five dollars for a motorcycle, and from ten dollars up, according to purchase price, for an automobile.

It is provided, however, that the tax payable shall be reduced by ten per cent. of the basic amount for each twelve months elapsed since the original sale of the machine by the manufacturer or importer, but in no case is the tax to be reduced by more than fifty per cent.

Failure or attempts to evade payment of the tax is to be punishable by a fine of not more than one thousand dollars, imprisonment for not more than one year, or both, and in addition the amount of the tax due shall be doubled and collected.

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

TURKISH CIGARETTES
CADO COMPANY, INC.
145 Lafayette Street - New York City
BRANDS { Fifty-Six - - - - - 10 for 25c
Cado - - - - - - 10 for 15c
Water Lily - - - - 20 for 15c

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.
LIVE DISTRIBUTORS WANTED

Advertise Your Brands
in
The Tobacco World

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	**(see Note A),**	**$5.00**
Search	**(see Note B),**	**1.00**
Transfer,		**2.00**
Duplicate Certificate,		**2.00**

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

HOOD'S SPECIALS:—40,649. For cigars, little cigars, cigarettes and tobacco. May 15, 1918. B. Wasserman Co., New York City.

HI YALLA:—40,650. For all tobacco products. May 17, 1918. Henry Estes, proprietor, Southern Cigar Factory, New Orleans, La.

SOM-C-GAR:—40,651. For all tobacco products. May 14, 1918. American Litho. Co., New York City.

POST PLANE:—40,652. For all tobacco products. May 16, 1918. American Litho. Co., New York City.

AIR POST:—40,653. For all tobacco products. May 16, 1918 American Litho. Co., New York City.

AERO POST:—40,654. For all tobacco products. May 16, 1918. American Litho. Co., New York City.

AIR MAIL:—40,655. For all tobacco products. May 16, 1918. American Litho. Co., New York City.

OTTER-ROCK:—40,656. For cigars. May 6, 1918. Thomas J. Hine, Ansonia, Conn.

O. G. CIGARETTES:—40,657. For cigarettes. April 23, 1918. Turco-American Tobacco Co., Inc., New York City.

FIRST PREFERRED:—40,658. For cigars and cigarettes. April 23, 1918. F. M. Howell & Co., Elmira, N. Y.

GOLDEN SILENCE:—40,659. For cigarettes and tobacco. April 18, 1918. Berberian Tobacco Co., Boston, Mass.

PLANEPOST:—40,661. For all tobacco products. May 23, 1918. American Litho. Co., New York City.

WILDWOOD COUNTRY CLUB:—40,663. For cigars. May 20, 1918. Wildwood Country Club, Chicago, Ill.

69:—40,664. For all tobacco products. March 9, 1918. Giuseppe Mazza Cigar Co., New York City.

MAJOR LUFBERY:—40,665. For cigars, cigarettes and tobacco. May 21, 1918. Connecticut Cigar Co., Inc., New Haven, Conn.

FRENCH BEAUTY:—40,666. For all tobacco products. May 17, 1918. Andrew Petrakis, Seneca Falls, N. Y.

GARCIA FAVORITA (Tobacco from the Garden Spot of the Earth):—**40,667.** For all tobacco products. May 15, 1918. American Litho Co., New York City.

MAY-WANDA:—40,668. For all tobacco products. April 25, 1918. Messrs. Szymlcowski & Trandel, Chicago, Ill.

CAMP UPTON:—40,669. For cheroots and cigarettes and snuff tobacco. May 28, 1918. Herman Steiner, Richmond Hill, N. Y.

HAVANA WAFERS:—40,671. For all tobacco products. May 27, 1918. Gradiaz, Annis & Co., New York City.

ALLVAL:—40,672. For cigars, cigarettes, cheroots, smoking and chewing tobacco. April 30, 1918. Heineman Bros., Baltimore, Md.

ALLIED FOURS:—40,673. For cigars, cigarettes and cheroots. May 3, 1918. Gans Bros., New York City.

KENTUCKY PRODUCT:—40,675. For all tobacco products. May 29, 1918. Friedberg Bros., New York City.

MACKEAN SNUFF, A.Z.G.:—40,676. For snuff. May 27, 1918. Greenberg Cigar Co., Bradford, Pa.

TRANSFERS

HAVANA GRANDE:—29,661 (U. S. Tobacco Journal), and **28,821** (Tobacco Leaf). For cigars, cigarettes and tobacco. Registered December 14, and 13, 1904, respectively, by American Litho. Co., New York City. Transferred to Gonzalez & Sanchez Co., Jacksonville, Fla., May 31, 1918.

SOL DE TAMPA:—21,593 (Tobacco Leaf). For cigars, cigarettes and cheroots. Registered July 27, 1901, by A. Benitez, West Tampa, Fla. Transferred to Florida Cigar Making Co., Jacksonville, Fla., May 17, 1918.

FAVORITA DE CUBA:—29,405 (U. S. T. J.). For cigars. Registered September 30, 1898, by Schumacher & Ettlinger, New York City, and by various transfers was acquired by S. H. Furgatch y Ca., New York City, and re-transferred to Charles B. Perkins Co., Boston, Mass.

LIGHT OF THE WORLD:—22,505 (Tobacco World). For cigars, cigarettes and cheroots. Registered June 16, 1911, by L. C. Wagner & Co., New York City. Transferred to Andrew Petrakis, Seneca Falls, N. Y.

OLD FIRM CHANGES NAME

Effective June 1, 1918, the name of Neumann & Mayer Company will be changed to Morris D. Neumann & Company. The officers will be Morris D. Neumann, president; Morris J. Levi, vice president; Benjamin F. Loeb, secretary and treasurer.

The change in name and an increase in capital are the only changes which will be made, and the same policies will continue as heretofore.

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

FOR SALE—SHORT FILLER SCRAP, made from all Ohio tobacco, price 30 cents. Also have fine lot Dutch tops for sale. Will buy low grades of all kinds. C. C. Ehrhart, Versailles, Ohio. Factory No. 9, Tenth District.

FOR SALE—Twenty-four Miller, DuBrul & Peters suction tables, in perfect condition. For a quick sale a very low price will be accepted. Address Box 151, "The Tobacco World."

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

WANTED

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made.
J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

CIGAR LABELS

We have on hand quite a number of very attractive Stock Labels, which we are closing out *with all rights to the title and design.*

This enables anyone to acquire a *Private Label* at a very insignificant cost. Write for samples and particulars.

LOUIS E. NEUMAN & CO.
257 W. 17th Street **New York City**

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
INCORPORATED
LOUISVILLE, KY., - - U. S. A.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W
WM. WICKE RIBBON COMPANY
Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain
WOODHAVEN AVENUE, GLENDALE, NEW YORK

GARRETT H. SMITH, U. S. and Canadian Representative for
COMPAÑIÁ LITOGRÁFICA DE LA HABANA
Finest Imported Cigar Bands and Labels. Also GUMLESS Bands
NEW YORK OFFICE (Phone, Stuyvesant 7476) 106 E. 19th ST.

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NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET,
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CIGAR LABELS OF HIGHEST QUALITY
CIGAR BANDS
SHOW CARDS
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WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS
FOR THE
CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF SPECIAL PROCESS CIGAR BANDS

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SELLING REPRESENTATIVES
ADOLPH FRANKAU & CO.,
129 Fifth Avenue, New York City

Regarding—

Tuxedo

The Perfect Tobacco for Pipe and Cigarette

OUR GOVERNMENT'S request for the entire output of TUXEDO, the tobacco "Your Nose Knows", for the use of our fighting men in the Army and Navy will, for the present, make it impossible for us to supply the trade with this brand of tobacco.

TUXEDO is another of the American Tobacco Company's products which the Government has been forced to stamp as a war necessity and which, in consequence of that necessity, we give wholly and gladly.

THE TRADE will be notified immediately on the return of TUXEDO, or any part of it, to the general market. In the meantime, we ask your continued consideration.

THE AMERICAN TOBACCO COMPANY
NEW YORK

"Your Nose Knows"

VOLUME 38 NO. 13

The TOBACCO WORLD

JULY 1, 1918

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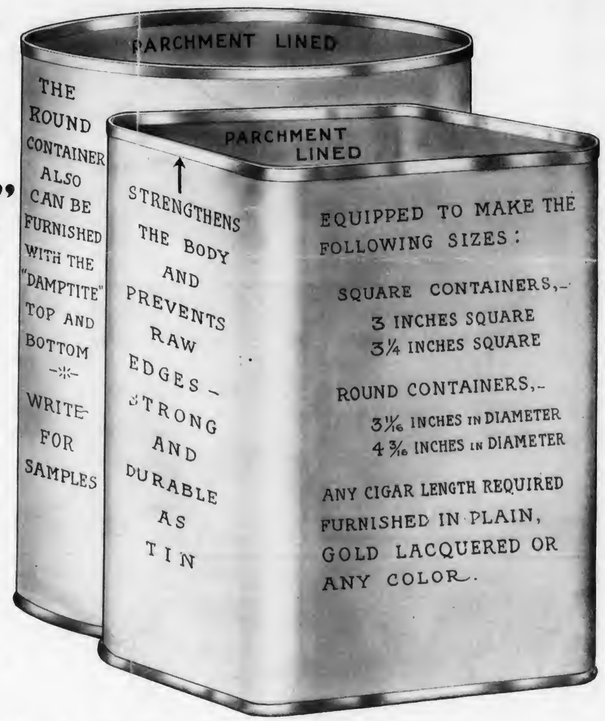
Are you prepared with a reliable substitute for the all-tin can? Don't be caught napping. Satisfy yourself as to the humidor qualities of

"Damptite"

This parchment-lined fibre cigar can with tin rim, tin top and tin bottom has all the humidor qualities, together with the strength and durability, of the all-tin can.

There is an appreciable saving in weight that will appeal to the man who pays the freight, now that freight rates are going to increase.

Get your samples and prices today.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THE ROUND CONTAINER ALSO CAN BE FURNISHED WITH THE "DAMPTITE" TOP AND BOTTOM
WRITE FOR SAMPLES
PARCHMENT LINED
STRENGTHENS THE BODY AND PREVENTS RAW EDGES - STRONG AND DURABLE AS TIN
EQUIPPED TO MAKE THE FOLLOWING SIZES:
SQUARE CONTAINERS,-
3 INCHES SQUARE
3¼ INCHES SQUARE
ROUND CONTAINERS,-
3 1/16 INCHES IN DIAMETER
4 3/16 INCHES IN DIAMETER
ANY CIGAR LENGTH REQUIRED
FURNISHED IN PLAIN, GOLD LACQUERED OR ANY COLOR.

WIEDMANN-ST. LOUIS CIGAR BOX CO.

1117-23 NORTH BROADWAY ∴ ∴ ∴ ∴ **ST. LOUIS, MO.**

GARRETT H. SMITH, Inc.
106 E. 19th Street
NEW YORK CITY
Agent for the States of New York, New Jersey, Pennsylvania, Delaware, Maryland and Florida

AMERICAN BOX SUPPLY CO.
383 Monroe Street
DETROIT, MICH.
Agents for the States of Michigan, Indiana and Ohio

MADE IN BOND

FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

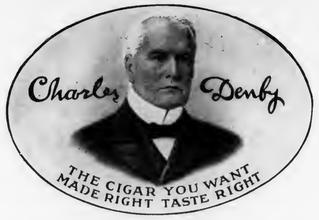
CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

"The Cigar that holds the confidence of the smoker pays retailers best"



This is the brand that is leading the trade everywhere to a full appreciation of the value of standard made cigars

The **"CHARLES DENBY"** satisfies the smoker because it is good, and the merchant because it sells.

H. FENDRICH, EVANSVILLE, IND.
Makers of good cigars for over 67 years

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

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CHANCELLOR

The Acknowledged Leader
Among Mild Sumatra Wrapped Havana Cigars

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.
PHILADELPHIA

ROCKY FORD CIGAR

HAND MADE — DELICIOUS FLAVOR

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General Offices, Pittsburgh, Pa.

For Gentlemen of Good Taste

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The Deisel-Wemmer Co.,
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Handmade throughout, finest quality, specially selected Italian Bruyére, solid block vulcanite mouthpieces and solid sterling silver bands.

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The smokers who buy and the dealers who sell 200,000,000 Cinco Cigars a year appreciate the protection of a brand manufactured with 68 years experience and with the most painstaking consideration for quality – and quality alone

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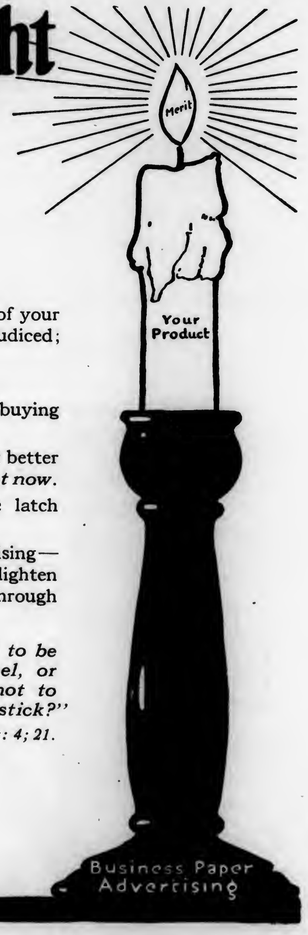
6 cents - *to preserve the quality*

Don't hide your light under a bushel!

Set it on a Candlestick



DON'T handicap the natural growth which the merits of your product would make *certain*, just because you are prejudiced; and think the buyers will *come to you*.

They won't!

If your product *has* exceptional merit, *enlighten* the buying public through the *modern business force* of publicity.

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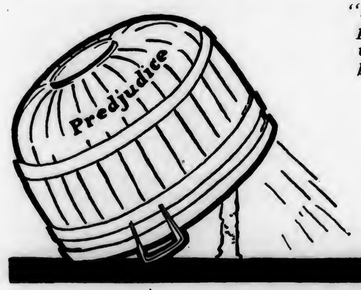
Set your light on the candlestick of Business Paper Advertising—don't hide it under a bushel. Use big space regularly to enlighten the buyers in your field. Ours is one of the *best* mediums through which to *reach these buyers*.



"Is a candle brought to be put under a bushel, or under a bed? and not to be set on a candlestick?"
—St. Mark: 4; 21.

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The Tobacco World

236 CHESTNUT STREET

PHILADELPHIA

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The Tobacco World

Established 1881

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ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER
CLEAR HAVANA
CIGARS
Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.
NEW YORK CITY

Just the place for
TOBACCO MEN

HOTEL LEMARQUIS

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The most central American plan hotel in the city. Rooms with private bath and meals from $3.50 a day, or from $2 a day without meals.

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Argüelles, Lopez & Bro.
MAKERS

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S. Loewenthal & Sons
Importers of Havana and Packers of Leaf Tobacco
123 MAIDEN LANE, NEW YORK

WANTED—By largest firm in the trade to represent in India a first-class American Tobacco Factory. Tobaccos to be packed in ¼-lb. vacuum tins, cigarettes in fifties—vacuum tins, and one or two brands in sliding paper packets of 10.
D. MACROPOLO & CO., Calcutta, India.

The Demand for
DISCRIMINATOR
NEW 7c CIGAR
is taking the output.

Particular smokers are learning the value of this new cigar and with Bobrow Bros.' guarantee as to quality, workmanship, etc., behind it they are sure of a satisfying smoke when they demand a

"DISCRIMINATOR"
7c CIGAR

BOBROW BROS., Phila.
Makers of "BOLD" CIGARS

Two National Favorites:

WAITT & BOND
BLACKSTONE
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**
Selected Havana Seed Wrapper
Long Filler

These cigars are made in the world's finest cigar factory under the eyes of visitors.

WAITT & BOND, Inc.
BOSTON

Volume 38

THE TOBACCO WORLD

Number 13

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year | PHILADELPHIA, July 1, 1918 | Foreign $3.50

Stronger Trade Paper Advertising Copy a Factor In Establishing Prices For Tobacco Products

CONDITIONS as they exist in the tobacco trade today duplicate to some extent, but not so severely, similar situations that have arisen in England. One of their chief difficulties has been the necessity for constant rearrangement of their prices due to new taxes imposed on the industry.

The tobacco trade papers have on a number of occasions urged the dealers to increase the price of their standard brands to six cents straight, knowing that to sell them for less meant starvation profits, to say nothing of the effect of the lower price on the mind of the consumer.

But the majority of cigar manufacturers will certainly admit that there is still considerable confusion in the trade as regards prices. It is one thing to say that your cigars are selling in the same quantities at six cents each as they did at five cents, and it is another thing to prove it. The chief difficulty has been the failure of the trade to go before the smoker and tell him the facts.

If it takes national consumer advertising to move the cigars on a dealer's counter (because the dealer lacks the salesmanship to sell them himself) it is certainly imperative that the manufacturer take his case of increased cigar prices before the consumer in the same way. The question of increased price is a bigger problem for the dealer than the matter of making a sale.

If the manufacturers had done this, and had gone into the trade papers and told the dealers what they were doing, the movement would have received a greater impetus and certainly a more united support from the entire retail trade.

It is no reflection on two of our New York contemporaries who published most strenuous editorials last Fall on the subject of the six-cent cigar to say that from an advertising standpoint the campaign was a failure. And, on the other hand, these publishers were entitled to advertising support of a persistent kind, not only because of their effort, but to give backbone to the movement.

What would have been the effect on the mind of the jobber and dealer to have found all of the trade papers on a certain date filled with advertising announcing that this brand and that brand would in the future have to retail for six cents and giving the reasons? If they had done this, and had kept this up for three or four months, the result would have been a far happier one.

Two or three manufacturers did, once or twice, publish full-page ads on the six-cent cigar, and then, after some little time, they began to put at the bottom of their ads something about the cigar now selling for six cents. And there are a whole lot of manufacturers who dropped the price mark entirely on their brands.

What has been the result of this? Were the arguments for "laying low" substantial ones, and sufficiently strong to offset the reasons for putting on a bold front and laying down the new price mark in frank terms?

Here were the only arguments we heard against it. "It would look like collusion," said one manufacturer. Well, if it did have that appearance, how about the collar makers, the soap makers, the chocolate-bar makers and a thousand other manufacturers of products? The latter raised their prices *based on their costs,* and no one has stepped out in front yet to question these figures.

Have the cigar manufacturers stopped to think that they aroused a very great suspicion in the mind of the consumer that they were afraid to have their costs questioned?

One prominent cigar manufacturer said to us: "The less said about the six-cent cigar, the better for the industry. That is the way I feel about it."

Is it any wonder that the dealer has been up in arms over the price question? There has been considerable national advertising on cigar brands in which the price has been featured. After the announcement of the changes in price this advertising for the most part made no reference to the retail price of the goods at all. This was a big help to the dealer—*not.*

The last increase in cigar prices came at a time when the whole country was in the throes of price adjustments in every line of industry. It was a good time for the cigar manufacturers to make use of the trade papers and their national advertising to lay their case before the consumer.

It is all right for the paper manufacturers to send us nice letters about why the price of our paper is now advanced fifty per cent., but we want the paper manufacturers to tell our subscribers why they will have to

pay more for their subscriptions. The same applies to the cigar manufacturer, for the information coming from them has just about ten times as much weight as the same information from the dealer. When the cigar manufacturer tells it, the smoker knows it is first-hand information, but when the dealer tells it the consumer looks upon him with a suspicious eye.

If the trade papers are expected to pull the chestnuts out of the fire for the cigar manufacturers, it is up to the cigar manufacturers to back up the publishers with pertinent advertising on the subject.

The publishers of trade papers cannot establish the case for the cigar manufacturers unless the cigar manufacturers are going to submit the evidence—and that evidence means timely copy and larger advertising space in the trade papers. And the same applies to national advertising.

"Cinco" national advertising is doing a big thing for every manufacturer who formerly sold cigars to retail at five cents. "Cinco" is doing today what it should have done months ago. And what "Cinco" is doing should have been done in the name of the Tobacco Merchants' Association and paid for by a subscription fund of the cigar manufacturing members.

The argument that such advertising would look like collusion holds the same amount of water that a sieve does. Since tobacco for the different classes of cigars comes from about the same sections there is not much chance for one cigar manufacturer to get much of an advantage over another. We haven't heard of labor being so much cheaper for one manufacturer than another, and most certainly the other supplies have advanced about the same to all.

Why be afraid to lay your case before the consumer and before the trade?

The probabilities are that the new tobacco tax will at least double that provided for in the original measure. If the manufacturers are going to absorb it what is the conclusion to be arrived at as regards the prices established last fall? If the manufacturers do not absorb it, is the retailer going to be able to buy low enough to still sell the six-cent cigar at six cents?

There comes to our mind three manufacturers who have taken a bold step and thus far come out on top. These manufacturers have put a cigar on the market at seven cents under a new brand name. These firms are Bobrow Brothers, who are marketing "Discriminator" at seven cents; E. Popper & Company; who are meeting with success on "Popper's Seven-Center," and the American Cigar Company, which is putting the "Gladstone" brand on the market at seven cents. Every one of these firms will tell the inquirer that the demand for these brands at these prices has exceeded their fondest expectations.

Any heavy increase in tobacco taxes is going to place the old nickel cigar in the scrap heap. Seven cents and three for a quarter will be the cheap cigars of the future. The cigars selling two for fifteen cents have already made encouraging progress, and there are more of them coming on the market.

The idea that a new brand at seven cents will sell better than the old nickel brand at six or seven cents has been ridiculed many times, but there is ample proof that there is a good punch left in the argument yet.

Just as soon as the new tax bill takes definite form as regards the probable tobacco taxes, the manufacturers should immediately start to lay their case before the trade and the consumer.

Except for additional revenue taxes, the trade for the most part fears no great change in prices for a year, and it would be greatly to the advantage of the trade to urge the Government to place the tobacco taxes for a definite period. If this was done the manufacturer could go to work knowing that his prices were secure for that specified period. And this knowledge would make the jobber and dealer feel a whole lot better, too.

Frequent tax alterations mean frequent price changes, and frequent price changes mean much confusion in the trade.

In any case the cigar manufacturers and cigarette manufacturers and other tobacco manufacturers will find that it will pay best in the long run if they use trade paper space to lay their cases before the trade.

It does not look good to the trade for the trade paper publishers to be pounding the drums and beating the cymbals for higher prices while the manufacturers, in whose behalf the efforts are made, sit tight in the front seats to see whether or not there is going to be a barrage of aged hen fruit set up.

If the costs warrant an increase there is no reason for not laying the case before the trade and the consumer. If the advertising columns blazon forth the fact the editorial club carries a mighty punch. If, on the other hand, the editorials are not properly backed up with timely advertising copy a very unhealthy mental condition is created in the trade, as well as with the consumer.

As we have said before, if it takes advertising to put a brand across the dealer's counter, it takes still more of it to put across a price increase.

Taking the Bull by the Horns

A big tobacco concern across the water prefers to take the bull by the horns. As a matter of fact, they take their brand, "Durham Bull," and ship all the makings of it to the American army. A page advertisement in the U. S. A. trade press informs the home-staying smokers of the brand that it will come back with the boys after the war. A drastic move, but not without its meaning. The best men in the whole world today are those who are fighting against the enemies of human liberty. They will set all sorts of fashions when they come back. What they smoke will be the smoke. The restriction of "Durham Bull" to active service only may be the best advertisement it ever received. By the way, it is done up in useful little linen bags. The present writer has found it a nice sweet smoke, though its chaff-like broken-up form makes this tobacco seem strange to British smokers. Still, it is sound, good tobacco. The linen bags should be handy in campaigning.—From London (England) "Tobacco."

How About A Firm Foundation For Our $85,000,000 Foreign Trade In Tobacco

Alfred Thomas Marks

THE United States, in the year which ended on March 31, 1918, exported to all countries manufactured and leaf tobacco of an aggregate value of $85,000,000, an increase over the twelve months ended March 31, 1917, of over $5,000,000.

In view of these figures, constituting one of the greatest items in our export trade, it will be the part of wisdom and good business for our tobacco manufacturers to adopt the necessary measures to put as substantial a foundation under it as may be possible. While to a great extent this magnificent foreign business must be considered "war trade," it nevertheless opens the way for the establishment of a permanent over-seas commerce in these lines such as no other exporting nation may ever hope to possess. But if we postpone getting a lasting grip on the trade until the war is over, and the European nations are back in their working clothes again, our splendid start in the race given us by the "open door" attitude of the importing countries will avail us little, and we will have no advantage not possessed by all other tobacco-exporting countries.

One point of significant importance to our tobacco exporters is the fact that our present extensive foreign trade has been won in great part during the past five years—that it is really in its infancy. In the calendar year 1913 our total exports of tobacco, manufactured and unmanufactured, were but little over $53,000,000.

One of the recent and most noteworthy features of our foreign trade in tobacco and like products is a pronounced tendency of over-seas buyers to become converted to a liking for our products. This means much more to our tobacco manufacturers than appears in the mere statement of the fact, for it is a condition which almost entirely reverses the advice given our exporters for years past by those who claimed to know—that in order to win foreign trade we must give the foreign buyers what they have been accustomed to and not what we think they ought to have. Here is evidence that the foreigner will take our viewpoint and like what we produce if we give him a good opportunity to know our goods for what they are.

As is well known to every experienced exporter and to all who have come into close contact with our foreign business, the chief difficulty with which our tobacco manufacturers have had to deal in creating the foreign market is twofold—first, we have had the rather tedious job of making the foreign buyer let go of his liking for the products of an erstwhile competitor who had beaten us to the market and had assiduously cultivated it, and, second, we have had to create a liking and a demand for our goods. In no country in which we have succeeded in building up a business have we found a virgin trade awaiting our coming. Rather have we encountered rival nations strongly entrenched, their goods introduced and more or less favorably known, and the buyers cultivated by every wile and strategem so well known to and practiced by keen and accomplished business diplomats who covered the ground prior to our coming. So that we have had the man-size job of inducing the trade to break off former foreign business connections to a considerable extent, largely discontinue carrying the lines and to take up our products in their stead.

The writer recalls an incident which occurred while he was in Rio de Janeiro, Brazil, a short while ago, and which bears out this statement. While conversing with the proprietor of a cigar and tobacco shop connected with the hotel an American drummer, representing a Richmond concern, came in with his samples. The shopkeeper was not favorably disposed and said he carried a satisfactory line, that his trade was not asking for United States tobaccos, etc. Being a man of persistence—a salesman and not a peddler—he finally succeeded in getting the unwilling consent of the proprietor to send a lot of United States cigars, cigarettes and tobaccos on consignment as a means of introducing the goods. But this was only after a hard argument. Since returning to the United States the writer met the traveling man in Washington, and, remembering the incident, asked what the outcome had been. "With one exception," answered the salesman, "that man is handling more United States cigars and tobaccos today than any other concern in Brazil, and his sales are constantly increasing. Not only that, but he sells more of our tobacco products than he does of all other nations and the domestic output combined."

Of course, the coming of the war has been a potent influence working for our benefit in foreign trade in that it gave us practically unobstructed access to many countries and made it possible for us to simply step into "ready-made" markets in most cases—markets which had to buy our tobacco or go unsupplied.

The very logical result of this "open door" feature of over-seas trade is that in the several years we have been the supply source for these countries—practically all the tobacco-importing countries of the world—we have so thoroughly displaced the competing products of other tobacco-exporting nations that even were the war to end tomorrow there is a strong probability that our tobacco products would hold their own, due to the popular favor they have won, against those of any and all other exporting countries.

This emphasizes the status of our foreign trade as it will doubtless be following the war—makes it clearly evident that the trade battle we must fight then against the nations which will be back in their working clothes again will be an offensive one, and not at all defensive. This much and more we have won by capturing the popular favor of foreign buyers while the way was clear, and in meeting the demands in such a large and comprehensive way that any other nation

which attempts to oust us from these markets will at least know that they have had a fight on their hands.

Until within the past six years American tobacco manufacturers, with several prominent exceptions—particularly the smaller manufacturers—as a whole took little interest in foreign trade. They believed that any systematic attempt to enter the export field would cost more than they could afford. In short, they felt that the cost was certain and the returns doubtful. It might, they thought, be all right for big manufacturers, who could stand a loss, but not for small men, who would better keep out.

This idea of the real conditions was an error, and a serious and expensive one. Looking back for a half-dozen years, many firms which saw "hard going" in the lean times which invariably recur from time to time would have made out better if, in the good years, they had invested some of their profits in developing an export end to their businesses merely as a matter of insurance. All too often those who have been "too busy" to think about foreign trade when domestic trade was good and had turned to it only when the home market tended to "slump," found themselves in the position of a man who had waited until his house was afire before applying for insurance.

That an established foreign end is an exceedingly valuable form of "hard times insurance" has been abundantly demonstrated, not only in the tobacco industry, but in many others as well. Moreover, considered merely as such, it would be cheap, and if persisted in it will usually turn out to be profitable—an asset and not a liability. Very seldom indeed does calamity overtake business in all quarters of the world at the same time. When business is bad at home it is very likely to be prosperous abroad and vice versa. Manufacturers who have an established foreign trade have frequently found it of tremendous aid in tiding over domestic crises. At such times a very small foreign end, if firmly founded, can be expanded with marvelous rapidity if necessity compels. But, generally, it must be well established beforehand. The initial cost of starting a business abroad in a hurry is sure to be great and likely to be unsatisfactory, and a period of stress at home is no time to embark on it.

Since the war began ideas have been changing—growing larger with our enlarging markets—and the belief that the "little fellow" cannot afford to embark on foreign trade has been vanishing. We are demonstrating that conclusively in every line of trade. Today a very large proportion of American manufacturers are earnestly seeking to find a way to the pie-counter. Their earnestness manifests itself in large and enthusiastic conventions for the interchange of ideas and information. The Foreign Trade Council which held its fourth annual convention in Cincinnati in April is a case in point. In three years its membership has grown from 192 to nearly 1200, comprising the leading business men and manufacturers of the country.

A number of American tobacco manufacturers who had an export end to their businesses when the war began had it "wished on them." Some foreigner, somewhere, had somehow become interested in, or came in contact with, their goods and had sent them an order from which their trade had grown almost without an effort on their part. Following the outbreak of the war this, of course, developed into "war business." Hundreds of American manufacturers, however, had failed to take advantage of such an opening. Some had even failed or refused to fill orders coming in this way, either because they knew nothing of the business standing of the orderer or because they were unwilling to take the trouble to ascertain the shipping and tariff rules of his country or because the domestic market happened at that moment to be good and their shops busy. As a matter of fact, there are many tobacco manufacturers today who are giving a wide berth to foreign orders for the same reason.

Lancaster County Tobacco Notes

FROM recent advices from Lancaster County it appears that the inspection of the tobacco packed in 1917 shows a greater proportion of black rot than ordinarily. This has caused many of the packers to examine their tobacco earlier than usual. Blame for the condition is placed on the grower, who, in hurrying the tobacco to the warehouse, used too much water in stripping. Shrinkage of new tobacco is more than was expected, but it has sweated well and is the better for the shrinkage.

Favorable weather has enabled the growers in most sections of the county to get their tobacco plants into the fields about two weeks ahead of last year and the plants have a good start. The general opinion among the farmers is that the acreage will be about the same as last year's, but the problem of getting the necessary help to take care of their crops is causing them much anxiety.

There is much complaint among leaf dealers of dullness in business, which is ascribed by some of them to the high prices of old goods, while others say that packers with old tobacco can get almost any price they demand.

There is a little stock of 1917 tobacco here and there held for a raise in prices, which is selling at just about what it would have brought in the active buying season.

Buyers of medium-priced cigars are taking all they can find, as the stock is limited, especially of the $25 to $35 grades. Wrappers and fillers are in good supply and demand, but binders are scarce.

Your Business and Mine When the War Is Over

By Bruce F. Richards

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IT may seem rather precipitate to begin to talk about when the war is over, for even should hostilities be ended at an early date, it would still be a considerable time before troops would be entirely withdrawn from different points, transportation normal once more, production have readjusted itself, and business meshed its gears for a brisk spin on the fairly level stretch of the peace highway.

It is none too soon, however, to consider just what that reconstruction period, which will inevitably follow the close of the war, is bound to mean to your business and mine. Any of us who think that no changes will occur and that old-time conditions will be resumed are bound to have a painful awakening. Already changes are occurring, but they are so gradual as to be almost imperceptible, yet as we look back over a span of several months or a year, we will see that we have traveled a good ways after all. The man who has the foresight to look ahead and to discover and determine the nature of the conditions which he will be up against is the one whom we can reasonably expect will be able to avoid bad places in the road, troublesome rocky detours and steep hills.

In this period after the war there is bound to be a *general weeding out of the inefficient, the short-sighted and the timid.* It will be not only a survival of the fittest, but of the fightest as well. In other words, those who have vision and who set their lips together in firm determination to go "over the top" and to "carry on" toward bigger business will win out. The rest will go bobbing along for a time and then one by one they will disappear through the holes in the bridge like the unfortunate travelers in Addison's vision of Mirza (The Spectator). The down-and-outers will always look bitterly back at what they will honestly believe to have been the governing forces of circumstances over which they had no control, when as a matter of fact they fell through the holes in the bridge because of their clumsy, hobbling gait and imperfect vision.

Let us throw aside all generalities and come right down to brass tacks. How are conditions after the war going to be *different* than they are now? How must you and I manage our affairs so as to *take advantage of the favoring tides of commercial and industrial life* as they will surge about us at that time?

If I am a sufficiently true prophet to forecast those conditions and circumstances, or even if I only set your mind working so that you *forecast them more accurately for yourself,* then the reading of this article will be forth a lot of *money,* not to mention the *happiness* that goes with *increased prosperity* and the growth of *verile confidence* which comes to the successful. All these are worth while because they mark the difference between those who go through the holes in the bridge and those who travel on, splendidly conscious of being one of the *conquering chiefs.*

To begin with, a vast army of the flower of the young manhood of the country will return to us with a *totally different* outlook than they ever had before. Fellows who had been accustomed to living easily and enjoying themselves as a matter of course will have come face to face with the sternest kind of stern reality. They will be vastly more serious-minded and more keenly analytical of causes and effects than if they had never gone to war; they will, of course, have been subjected to the finest type of discipline and training; they will have developed as a matter of course the ability to overcome obstacles. Opposition will be to them nothing more than a *forward urge,* whereas without this training it would have served as utter discouragement to many.

These men will come back with new standards of life and the things worth while. Physical disability will no longer be looked upon as an insurmountable handicap. Why, think of it! Men who have been wounded almost to the point of death have learned that surgical skill can restore them marvelously; faces smashed in hopelessly (apparently) are rebuilt by means of flaps of flesh cut from the shoulder, noses formed from the knuckles of fingers offered for the sacrifice with nostrils carved therein; chins built up from shin bones, and even skeleton steel covered with flesh and blood. Men have learned that not only can the new face be remodeled to be almost a counterpart of the one destroyed, but made over to be different or more symmetrical than ever before.

Do you suppose that such men as this will be any mean sort of competition in business life? Do you suppose that ordinary conditions will present difficulties which will seem more than child's play? Ah, don't think that these things have no bearing upon your business and mine, for they have.

Men who have earned large salaries previous to the war and have given them up for either the small pay of the army or navy or even for the "dollar a year" positions in Government service have all learned the value of the pennies in the aggregate; they have learned to conserve, and they have learned to spend. Hundreds of thousands of soldiers are coming back with money saved up; they are coming back ready to put into force and practice many of the things they have learned in the older and more experienced European countries; quite rightly they are going to be given ample opportunity to make a living for themselves along the lines for which they are best fitted. The Government will see to that.

Our own productions in all lines will have to be speeded up to meet the calls for construction materials to rebuild devastated Europe. We will no longer turn out such immense quantities of war supplies, but undoubtedly a good many will continue to be made, for it is not to be expected that world disarmament will come immediately that peace is declared. So our own indus-

tries will boom along every line, for not only will many of the war-time activities be continued, but the old ones will be resumed on a larger scale than ever before.

Nor is this all. The Government is going to exert a distinct effort to make the United States independent by promoting the growth and manufacture of everything we need as far as possible within our borders. *This will cause our natural national resources to be opened up,* increasing our wealth and giving employment to large numbers of our keenest trained men. *In fact, we will tend steadily toward intensive specialization.* The man-of-all-work and the jack-of-all-trades will be relegated to the minor makeshift jobs. The tide of immigration toward our shores will set in again, but under more restricted conditions.

Workers who have received large prices for their labor during the war will not be satisfied to go back to a lowered schedule, and our national life will reflect that attitude of mind. Inevitably there will be a dropping off of war-time prices, and the cost of living will not maintain its present high level, but the drop will be very gradual, and it will never go back, at least not in our time, to the before-the-war level. Now just what does this mean to you and me? There is no use shutting our eyes to the significance of it, for this is suicidal.

Conclusions might be elaborated endlessly, but I will only offer a few of the most outstanding ones.

Competition will be keener than ever before. The majority of people fail, not because of the lack of ability, but because of the lack of stick-to-it-iveness and grit. The men who come home will have both of these, and if *we* are to hold our own, we must be peers of theirs in point of *determination, courage and vision;* we must know the value of money and supplies as they know it; we must appreciate the need of the development of our own resources and defenses as they do; we must be specialists in our individual lines, knowing all the contributing circumstances which are making for present and future conditions.

Nor is this all, for we may not sit like cats at the mouths of rat holes watching for stray opportunities to wander out. We must *rise up* and go after opportunities, either by under-the-sea, on-the-ground or in-the-air tactics, always playing the game fair and square, but nevertheless using every means within our power to determine just how our business prestige, its steady growth and its development, may be achieved. It will no longer be a case of drifting; we must steer, and it will no longer be possible to steer safely if we do not look more than a hundred feet ahead of the business machine. We must have an intimate knowledge of not only national, but world conditions, for this, and this alone, will fit us to take our places in the business race, and victory, you know, is to the swift and strong.

Those who think to wait until the war is over and *then* determine what to do and how to do it will find themselves in the position of the man who said he wouldn't jump into the bandwagon until he found whether or not the musicians proved to be popular. When he decided that he would sit right up beside the bandmaster and enjoy the whole show, there was no room, for the bandwagon was crowded, and at last when he thought he would have to swallow his dignity and take his seat on the tail-end step, the bandwagon had gone out of sight altogether.

Your business and mine can be splendidly prosperous after the war, or they can pine away to mere shadows. It is "up to" us to take our choice. We get what we pay for, and the price is *alertness* and *energy.* Our trade press, our annual conventions, our local associations, and *broad reading, observation* and *thought* will all put us in a position to win. Let us start now!

Good Work of Emergency Aid Tobacco Committee

THE Tobacco Committee of the American Overseas Committee of the Emergency Aid, in its June report, gives a very bright and encouraging account of the delivery of tobacco, cigarettes, chocolates and jam to our boys at the front. Dean Beckman wrote that he had succeeded in getting a good supply of tobacco through to the front trenches, and subscribers to the tobacco fund are every day receiving the return postcards packed in each kit.

An item of considerable interest is that the Philadelphia Turngemeinde has made its third contribution. We are going to send a marked copy, with this item in, to Kaiser Bill, to be delivered in Berlin by the American army.

The total of contributions to June 15 was $72,-104.13—not much while we are thinking and giving in millions and investing in billions; but seventy-two thousand dollars' worth of tobacco, added to the goodwill and heart message that goes with each kit, is worth a lot more. Headquarters in Philadelphia are 1338 Walnut Street. Open all summer. Saves you the trouble of looking it up, to send them a contribution.

"Kill the rats and swat the Kaiser" is a slogan adopted by the people of Tarboro as a means of conservation. It is said that what a rat destroys about the average farmhouse will feed a pig. These Tarboronians are offering a prize for rat tails, but since it is the other end of the rodent that does the damage, we would suggest that they reverse the order of things and count heads—"Fuquay (N. C.), Gold Leaf."

The "Southern Tobacco Journal" announces that Mr. Kan Chu Nam, president of the Nanyang Brothers Tobacco Company, is crossing to America to look over the tobacco situation. He is accompanied by his son, who will attend the American schools before returning to Hongkong, and also by Mr. E. H. Constantine, secretary of the Nanyang Brothers Tobacco Company.

The Cigar Clerk on "Bellyachers"

By Arthur T. Garrett

"HEY," protested the street car conductor as he picked up the fragments of a quarter which he had tendered in payment for a package of his favorite rumination material, "whaddayamean by short-changing me? Think I wouldn't notice it?"

"I gotta swell chance of short-changin' a guy that can palm a nickel without droppin' it while his car's doin' sumpin' less than a mile a minute around a sharp curve. Be thankful you ain't in France, where some o' the boys paid five bucks for a sack o' Bull before Uncle Sam included it in the ration. With bacon at fifty cents a throw and near-flour sellin' at two dollars a sack, do you s'pose there's a special dispensation of Providence that's goin' to allow you long-distance army and naval strategists to get tobacco at the same old price? Why, you're lucky to get it at all.

"One prize nut is even now writin' to the newspapers urgin' our well-known Congress to pass a law forbidding the planting of tobacco, with the argument that the land and labor is needed to raise food. It's wonderful the way some people is willin' to sacrifice other people's enjoyments for the sake of winnin' the war. I bet if this boob happened to be particularly fond of cucumbers and someone was to petition Congress not to allow any more cucumbers to be planted because cucumbers ain't a nourishin' food, being mostly colic, he'd yip like a trapped wolf over the outrage and hang crepe on Hoover's picture."

"Well, anyway, I'd like to know what a poor man is goin' to do if prices keep shootin' up. I'm gettin' purty tired o'——"

"Lay off o' that sob stuff. We need just one more law in this country and that's one makin' it a jail job for anybody that bellyaches. Do you know that the word 'bellyache' is now in the dictionary and we sure did need an authoritative name for the blobs that are forever harkin' back to the good old days when you could give a dinner party at the expense of a ten-cent soup bone and have enough meat left over for hash the next morning; when the butcher would point to the platter of calves liver and tell you to help yourself. Instead of roaring about how much everything costs we oughta be glad that we're big enough and rich enough to put two million soldiers in France without anybody missin' a meal. Don't talk to me about them good old days. Why, I was passin' your house the other night and I noticed your oldest girl sparring for points with a piano, with a grafonola in the corner to ease her when her fingers got tired. You gotta bathroom with a white tub, electric lights, a gas range, telephone, a mornin' and evenin' paper and three or four gold watches. Why, you poor worm, you never had so much in your life, did you?"

"Oh, I ain't sayin' we ain't better off in lots o' ways, but just the same the workin' man allus gets the worst of it. The boys are talkin' now of goin' out on a strike if the company don't come across with more pay."

"Sure, get yours, and to hell with the rest of the country. Hold up war work by tyin' up the street car service at a time when the Government is nickin' all corporations extra heavy on their profits, and steel, copper and brass has gone up three or four hundred per cent. You wanta win the war, but you don't want to help pay the cost either in money or service. If you guys go out at this time I hope Uncle Sam 'll take every dam one of you regardless of age or family and put you in the trenches, or on war work, and give you only thirty a month. It makes fine readin' in Berlin when any of the important industries in this country is tied up by a strike, and you bet they get full details, with a little added to make it sound better from their point of view, and if that ain't giving aid and encouragement to the enemy, I don't know what is. You slip the news to your fellow-doughheads that Uncle Sam has allus been a very patient party, but he ain't takin' any long chances these days, and all traitors look alike to him, and hint that any guy who is strong enough to ring up a fare can soon be taught to pull a rifle trigger."

"Whaddaye think about them U-boats sinking them vessels over on this side?" asked the street car conductor, anxious to change the subject.

"Well, if the War Department ain't any more surprised than I was, then you can bet they've got plans and specifications for spreadin' oil on the troubled waters by makin' the U-boats furnish the oil. Germany made a bum play by sendin' the 'Deutschland' over here for a cargo of nickel and rubber to feed starving German babies. They showed it was possible to make a submarine big enough to cruise three thousand miles from home, and that they were doin' it. Our Mr. Daniels has come in for considerable yapping from the dry-land yaps, but to date he ain't overlooked any bets, and if I had any friends in Germany, which I ain't, who are considerin' a little piratical cruise in waters on this side, I would advise 'em to lay in a supply of life-preservers guaranteed to float, because they'll need 'em.

"It's been mighty poor pickin' lately for the U-boats on the other side, so we can expect them to slip up on a few fishing vessels and unarmed traders along our coast. Of course, it's a terrible hardship to have Broadway's lights darkened for fear of an air raid, but think of the terrible fix New York would be in if Germany should capture the city and order a lot of them lounge-lizards shot at sunrise—just as they were thinkin' about goin' to bed."

"What was in the paper this mornin'? Anything more about Hindenburg bein' dead?"

"No. That was just another synthetic German die for American consumption. It was German propaganda put out with the idea that we consider this here Hindenburg party as the brains and backbone of Germany, and if we thought he was dead, we would be so tickled we would tell the soldiers that the war was all

(Continued on Page 24)

Avoid False Statements to Your Creditors

By Elton J. Buckley

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IN Philadelphia, as these words are being written, there is a business man waiting to be arrested. He has just come through a lot of trouble. Four months ago he failed and his creditors put him in the bankruptcy court. At first he thought he could settle with his creditors on about a thirty per cent. basis, but this fell through, and he had to turn everything over. His assets were considerable and represented the accumulation of several years. One would think that was trouble enough, but now he is awaiting what will doubtless be the worst trouble of all—arrest on the charge of having given to his creditors, last January, a false statement of assets and liabilities, on the strength of which he obtained new credit, and also an extension of time to pay debts already incurred.

If he is convicted on this charge he will go to prison for a long term.

The plight of this man, who I believe intended no fraud, though it looks as if he did without doubt falsify his statement, has impressed me so that I am going to sound a note of warning here against the *slightest* exaggeration in statements of financial condition intended either for mercantile agencies or for creditors, as a means of obtaining credit. I asked a man the other day, "Why did you give a statement as false as this? You might have known that if anybody started to open it up they would find its falsity right away." He said, "At that time it didn't seem possible that I could fail. I expected to pay everything, so that nobody would have occasion to open it up."

That man has since been sentenced to three years' imprisonment for obtaining credit on a false financial statement.

Only last week the financial statement given by another man, also in bankruptcy, came before me and I found that the bankrupt, in order to swell his assets, had induced his father to deed a certain piece of real estate to him. The property was still to be the father's, who was to continue to collect the rents, but on record it was the son's, because it was in his name.

Here the fraud had a different result. The court held that the bankrupt had not committed any fraud, because the real estate was actually his. His father had unwittingly put himself in a position where he could not claim it as against his son's creditors. He had allowed his son to use it to get credit with, and he could therefore not take it back now, after the credit had been granted on the strength of it. So the father lost the property. Hard luck, you may say, but remember that he was party to the fraud which his son had planned, and which would have been consummated had he been allowed to take the property back.

I have repeatedly seen business men come to grief by giving out the same statement that they prepared months—sometimes years—before; a statement which was perfectly accurate when first made up. They do this for two reasons—first, because they are apt to say carelessly, "Oh, that's near enough; there hasn't been much change," where the fact often is that there has been a very decided change for the worse. The second reason is that the man whose statement it is, though he knows that his present statement would be worse than his last, is afraid to place that fact clearly before his creditors. And he always hopes that he will be able to pay his debts and that there will therefore be no occasion to open the statement up. Nine-tenths of the men who give padded and exaggerated financial statements do so in absolute confidence that everything will be all right and that nobody will have to investigate the statement because everybody will be paid.

It is false pretense everywhere, under the common law, to give one's creditors or mercantile agencies a statement about one's assets and liabilities which is untrue even in part, if the untruth is favorable to him whose statement it is, and influences somebody to give credit to the latter's loss. And not only is this false pretense under the common law, but the States one by one are passing laws explicitly making it a misdemeanor, punishable by fine or imprisonment, to make any false statement in writing for the purpose of inducing credit. Under some of the statutes the credit doesn't have to be given; if the false statement is made, the offense is complete.

Opinion ought to be excluded as far as possible from a financial statement. A retail merchant was sent to jail a few weeks ago because he included a piece of real estate in his assets at twice its highest value. He defended on the ground that it was his opinion that the property was worth that; or would be after this thing was done by the city, and that thing and the other thing—extensive improvements far in the future which possibly might never come at all. The jury held that he was hiding fraud behind opinion.

"Opinion" about the value of book accounts, or stock or fixtures, or this or the other item of assets, ought to be kept rigidly down. Nothing but the coldest, most conservative fact ought to go in, for if the least exaggeration is present it may rise to plague you at unexpected moments. And if it does not bring criminal prosecution, it will arouse suspicion which may close the door to very necessary credit.

It is a good plan, after you have made up a financial statement, to go to work and audit it just as if it wasn't yours at all, but a stranger's. Get at it with a microscope and true it up with rigid and mathematical accuracy.

The German Government used beech leaves in its tobacco substitute and they had a harmful effect on the health of the troops. Unfortunately, the fact was soon discovered.

A Government food investigator has discovered that "gravy goes well with potatoes." We discovered that when we were less than five years old, and also that molasses goes well with bread.

Using Other Men's Brains

By Frank Farrington

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THE business manager of the Weavertown Electric Lighting Company sat in his office trying to reason out why it was that he could get only about half the business in his town that the lighting company in a neighboring town of half the size was carrying.

As he turned the matter over in his mind the door opened and Hub Gordon, a local coal dealer and a personal friend, stuck in his head.

"Going to the Prosperity League meeting?" he asked.

Charley Browne, the electrician, shook his head. "What would I go there for?" he inquired. "I'm not a merchant."

"Neither am I, when it comes to that," said Gordon. "But I saw a notice in the paper that the Merchants' Prosperity League invites all the local business men to come to the next meeting and join, so I thought I'd drop in and see what they're doing."

"Well, run along, and if you find any signs of prosperity there let me know. Prosperity in this town is represented by the letter 'x.'"

Gordon did go to the meeting, and he found that while the merchants of Weavertown had succeeded in getting together an organization quite representative in numbers, it did not seem to know what to do. The meeting was an appeal for ideas.

The president stated the object of the league, the promotion of prosperity in Weavertown, and then he asked for suggestions as to how prosperity might be developed. There was no Niagara of ideas as a result. In fact, only two men had the courage to say anything, and they merely said that they thought something ought to be done, because the towns around were all getting after their business, and Weavertown was beginning to feel it.

The meeting broke up without the appearance of any Moses, and Gordon came back to Browne's office and sat down without a word.

"I don't see any large lumps of prosperity protruding anywhere," said Browne rather sarcastically.

"Charley," said the other, "I believe the fact that there was nothing done at that meeting has impressed me more than it would have if the occasion had been a great success. Here we are, a full-grown city with reasonable opportunities, and we have no big retail stores, no big manufacturing businesses, no big workshops, no big coal dealers, no big producers of electricity, not a sign of a big anything. Why is it? Haven't the people of Weavertown as much brains as the people in other towns? Why can't we grow? If we can't grow as a city, why can't some of us grow as individuals?"

"Search me," responded Browne. "I know why I can't grow. I can't sell juice enough, but I don't know why you can't, or why Joe Dippel can't, or why Tim Tripp or any one of a hundred more can't."

Gordon sat in thought a few minutes and then said:

"Say, Charley, I know I'm not a big dealer, but I'll be darned if I think much of being classed along with Joe Dippel and his one-horse eating house, or Tim Tripp and his little cigar store."

"Well, you don't grow; they don't grow. It's merely a difference in relative size. When a man reaches a point where business shows that he can't make it grow into a big one there isn't much difference in my mind between him and the other fellow who stopped a little farther down the ladder. A difference of a round or two when none of you are in sight of the top isn't very material."

Gordon lit a cigar and thought some more while Browne put his books into the safe. He wasted no time accusing the electric light man of not growing because he was too much interested in the situation to be considering repartee. At last he spoke, as if thinking aloud:

"Well, I don't know as I'm to blame for what I don't know, but other men keep their business growing, and if they do, why can't I?"

"You can't because you haven't those other fellows' brains," said Browne, with a laugh. "Give it up, Hub, and let's go over to the club and have a game of pool."

They went and they played the game of pool, but Gordon's mind kept reverting to that last taunt, "You haven't those other fellows' brains." He went home with this running in his mind, and he woke up the next morning to ask himself at once, "Why can't I get those other fellows' brains? Why can't I buy their ideas? There must be some way of getting other men's ideas to work for me."

Gordon's mind worked slowly, but it worked logically, and once started it usually worked on a problem until it solved it.

"I can't hire other and more successful coal dealers to work for me any more than any of our other business men can step right out and hire more successful men in their line to come and show them how it is done. Anyway, I don't need the men. All I need is their ideas."

That morning a prosperous farmer drove up and loaded on a couple of tons of chestnut coal, and as he was paying for it Gordon noticed a large bundle of papers on the wagon seat. "You get a lot of mail," said he, by way of conversation.

"That's how I got my start," said the farmer. "Say, Gordon," he said, "you remember when I never bought more than a barrel of coal at a time, and had hard work to pay for that? Now I've got a furnace and I keep warm and use all the coal I want to, and have the money to pay for it, and that bundle of mail might explain the reason if you look into it. The reason is farm papers. I used to read nothing but the country

papers and the almanacs, and I was an almanac farmer. Now I read the farm papers. I'll bet I don't pay a cent less than ten dollars a year for them, and if I knew another good one right now I'd add it to the list. That's where I got hold of the ideas of the fellows who knew how to farm it right, and now I calculate I farm it about right myself. Git-ap!"

Gordon pricked up his ears. As he went into the office the telephone rang. "Hello!" he said in reply.

"Hello! Is this Gordon's coal yard? Well, send me six tons of stove coal to 447 Main. This is Tim Tripp."

"Haven't you moved?" asked Gordon. "Your number was 427."

"Yes, I'm moving into that new store in the Prudential Building. I've got my business growing so fast I can't handle it in the old joint. I just took a tumble to the fact that I've been asleep all these years. I've come to life now all right."

"Give me the secret," said Gordon.

"No secret about it," said Tripp. "I just found I didn't know it all, and so I've got to using other men's brains. It costs me mebby ten dollars a year to get 'em, but, by George, they brought me ten hundred last year! As long as I can get plenty of good tobacco trade papers and other business magazines I ain't afraid I can't get ahead now. Good-bye!"

"Ten dollars' worth of other men's brains!" thought Gordon. "Two of them have tried that investment and made good. Humph! Here I've been kicking every year over paying for that one little coal trade paper that I get—and never look at it either. Well, I needn't complain at being classed with Tim Tripp if he doesn't kick."

"I wish I'd known about this ten dollars a year when I went to that Prosperity League meeting, and I would have told them all how to start something and how to start the town, too, because one thing I do know and that is that if we can get the business men of this town under way as individuals, the town itself will be sure to move."

By the time the Prosperity League met again Gordon had received the first issues of trade and business journals, the subscription prices of which figured up to some ten dollars. And when he walked into the meeting and joined the league, and Charley Browne with him, it was with an eye that bespoke the man sure of his position.

"Gentlemen," he said, when he had a chance to get the floor, "I want to say that I have found the way to boom Weavertown. We have all been trying to lift ourselves by our boot-straps, trying to improve our businesses with the same old ideas our grandfathers handed down to us. Outside in the big business world there are new ideas, boodles and slathers of them. I have spent ten dollars this month getting a few of them and I already see where my ten is coming back to me and five hundred tens with it this year. Ten dollars a year for trade papers spent by every man in this room—printer, carpenter, blacksmith, contractor and all kinds of business men and workmen, as well as you merchants, will in five years make Weavertown the greatest little city of its size this side of the Mississippi. Ten dollars looks big to some of you. It looked big to me, but when I found what it would do for me, found out in the very first issues of the journals I got, I wished I had spent that ten twenty years ago. How many of you will put ten into the same kind of an investment this week?"

Scarce a man failed to raise his hand, and today if you will ask Charley Browne where is the best lighting business he knows, he will tell you Weavertown without stopping to think an instant.

The Cigar Clerk on "Bellyachers"

(Continued from Page 13)

over now and we could let up on the hard fighting, and then Hindy would appear and scare us to death thinkin' the Lord had sent his ghost back to lead Germany to victory. The only safe play is to copper every rumor that comes from Germany. I read the papers, but I don't get gooseflesh one edition and happified two hours later when I see that twelve Americans drove back eight hundred Germans and captured eleven gallons of sauer kraut and nine pounds of wieners. On a job that's going to last two years there ain't no sense in crawlin' out of bed every time you hear a newsboy yell 'Extry, all 'bout th' biggle woogle urgle gurgle diggle.' Just have faith in Pershing and Sims and the bully bunch they have with them. I see by the papers that the Indians are giving a darned good account of themselves these days."

"They ain't got a chance," said the street car conductor. "Why, them there Boston Red Sox will cop sure this year, and Cleveland will be lucky to finish third. They're goin' good now, but you wait——"

"Say, you zig," interrupted the cigar clerk, "do you suppose I'm worryin' any about ball teams this year. I mean Indians, real Indians, the kind we used to wanta go out and kill. They're fightin' in France and if they wanta take a few scalps I don't believe their officers will stop 'em in this war. Mebbe it's a mistake sendin' 'em over there. We got a lot of pretty nice peaceable Indians now, and Bender and Myers are bigger'n Sitting Bull was in his best days. I'm afraid though if they get familiar with German warfare, where babies are bayoneted, soldiers crucified and women treated in a way that would make a Fiji cannibal sick at the stomach, they may revert to the level of the Germans and go on the warpath for scalps when they get back home. We've been mighty careful coddlin' our Indians for several years, and now all the good work may be undone by lettin' 'em see the modern civilized warfare of William the Skunk."

You wives of men who smoke too much!

"YOU smoke too much," my better-half protested. But wife o' mine spoke just too late, for I had made a change the week before.

"The trouble *was*—not is," I made reply. "True, my cigars have been *too strong*. But now, my dear, I've turned my back on smoking of that kind and taken up mild Robert Burns instead.

"No more for me, those harsh cigars that storm my thoughts and nerves and breed regret. My tactful Robert Burns treats nerves with due respect. He's wondrous mild—yet with a vigorous kind of mildness, too, which says, as plainly as tobacco can, 'I'm Cuban born.'"

* * *

YES, Robert Burns' Havana filler gives him fine flavor. Special curing gives that Havana rare mildness. The neutral Sumatra wrapper *helps* that mildness.

A mild cigar for modern men, in short, is Robert Burns!

Have you tried one lately?

Rob't Burns

10¢ and 2 *for* 25¢

DEALERS: If your distributor does not carry Robert Burns, write us.

GENERAL CIGAR CO., INC. 119 WEST 40TH STREET, NEW YORK CITY

This is one of a series of full-page advertising appearing in Saturday Evening Post.

Prosperity in Philippines

THE recent statement of the Governor General of the Philippines in his message at the opening of the legislature that the islands were enjoying a period of unparalleled prosperity is fully sustained by Philippine foreign trade returns for the calendar year 1917, received and compiled by the Bureau of Insular Affairs of the War Department and now made available.

A general measure of the commercial activity prevailing is shown in the phenomenal increase of forty per cent. in the aggregate value of imports and exports over that of the previous year. Imports amounted to $65,797,031 and were more than $20,000,000 above the much reduced total of 1916. While advancing prices were an important factor in this record import value, there were also substantially larger quantities reported in a wide range of articles.

The rapidly growing American demand was the conspicuous feature in the cigar trade. The quantity shipped to the United States increased from 111,000,000 in 1916 to 202,000,000. Shipments to other countries were of minor importance in the 285,000,000 total and as a whole continued at the low level of the war period, while prices generally advanced in consonance with advancing prices of raw materials. The enormous exports of leaf tobacco in 1916, amounting to nearly 40,000,000 pounds, gave place to reaction in 1917, with exports the smallest during American occupation. There was compensation, however, in an average export price that almost doubled, while the year witnessed radical market changes. Spain, heretofore prominently leading in the trade, dropped to third place; France took the lead in quantity, and the United States ranked second with a relatively high-priced trade.

Articles and Countries.	*1916. Quantity.*	*1917. Quantity.*
Cigars (thousands),	193,026	284,525
United States,	111,478	202,199
Australasia,	4,320	5,518
British East Indies,	10,390	9,688
China,	16,339	24,673
All other countries,	50,499	42,447
Leaf tobacco (pounds),	39,168,094	11,335,476
United States,	1,028,267	2,999,469
France,	6,462,684	3,913,590
Spain,	22,412,627	2,750,653
All other countries,	9,264,516	1,671,764

USE SHEEP DIP FOR TOBACCO WORMS

An experiment being successfully tried by tobacco growers to prevent the ravages of cut worms in recently planted tobacco fields is the use of prepared sheep dip containing a percentage of creosote. A small cup of the dip stirred into each barrel of water used in machine transplanting gives an odor to the water and possibly a poisoning that prevents the worms from attacking the plants. The dip mixes well with the water, so the remedy can easily be applied; neither is the expense so great as to stand in the way of a more general use of this preventative.—"Wisconsin Tobacco Reporter."

Notes and Comment

When you buy War Savings Stamps you do not give your money; you loan it at four per cent. compounded quarterly. You help your Government, but you help yourself even more.

The New England Tobacco Company, capital $30,000, has been organized in Lancaster, Pa. The incorporators are Robert M. Granat, Lancaster; Michael W. Bayle, Hatfield, Mass.; Rosalie H. Granat, Lancaster, and Anna Boyle, Hatfield, Mass.

According to consular reports, the cultivation of tobacco has great possibilities in the northern provinces of Argentina. There are some seven hundred factories, which get a part of their material from Brazil and Paraguay.

The report of the State Commissioner of Agriculture of Kentucky on the tobacco crop gives the acreage for the coming year of burley tobacco at 112 per cent.; condition of the plants, 95 per cent. Acreage of dark tobacco is placed at 92 per cent.; condition of plants, 83 per cent.

A teacher in a big elementary school had given a lesson in an infants' class on the Ten Commandments. In order to test their memories she asked, "Can any little child give me a commandment with only four words in it?"

A hand was raised immediately.

"Well?" said the teacher.

"Keep off the grass," was the reply.

July quarterly dividends have been declared by the following companies: British American Tobacco Company, 6 per cent. on common; American Cigar Company, 1½ per cent. on preferred; American Tobacco Company, 1½ per cent. on preferred; Tobacco Products Company, 1¾ per cent. on preferred; P. Lorillard Company, 3 per cent. on common and 1¾ per cent. on preferred; Weyman-Bruton Company, 1¾ per cent. on preferred; R. J. Reynolds Company, 1¾ per cent. on preferred and 3 per cent. on common.

Imports of tobacco from the United States into Hongkong, China, during the past year were about $1,500,000 in value, and they have gone almost entirely to a cigarette factory (that of the Canton Nanyang Brothers Tobacco Company, Limited). This factory is now consuming about 500 tierces and hogsheads of American tobacco monthly, besides about 11,000 pounds of Chinese tobacco per month, and is producing over 5,000,000 cigarettes a day. It is enlarging its plant, making its own cigarette tins, and is otherwise giving every evidence of prosperity. A cigar factory of considerable importance, formerly controlled by German interests, has continued operations on a satisfactory basis.

GROWERS OF WRAPPERS

Under Shade

in

CONNECTICUT

FLORIDA

and

GEORGIA

AMERICAN SUMATRA TOBACCO CO.

142 Water Street, New York City

Many Objectors for Tobacco Ration Announcement

Washington, D. C.

THE announcement that tobacco would be made a part of the regular rations of United States troops in the field, as was expected, brought forth a storm of protest, mostly from persons who expect and hope never to have to go into the army, which immediately resulted in others taking up arms for the men, with the result that there is now in progress a very healthy little controversy.

Most of the persons who oppose tobacco on the ground that young soldiers who have never heretofore used it should not indulge appear to have lost sight of the fact that because it is included in his rations does not make it necessary for the soldier to use it. If he doesn't want to smoke or chew, a soldier can either give his tobacco ration away, decline to accept it when it comes around, or throw it away for that matter and nobody will feel offended.

"From the appeals that are being made for soldier tobacco funds," declared a recent visitor to Washington who has no connection with the army and doesn't smoke himself, "one is likely to get the idea that no man can fight until he has had his tobacco ration. It should be emphasized that tobacco is for the soldier who has acquired the habit before going over, and General Pershing has recognized this fact and ordered tobacco rations."

Thus far the speaker is perfectly right, but he gets off the track when he speaks as follows:

"There are young recruits who never touched tobacco in their lives, have no craving for it and, in fact, would find difficulty in forming the habit. Now, teaching of the tobacco habit is no part of the military curriculum, but if the use of tobacco grows no boy of draft age will think he can be a good soldier until he gets a cigarette in his mouth. Smoking is not a necessity to all men."

But, on the other hand:

"These so-called experts and investigators who periodically warn the race that it will be exterminated if the people do not reform their habits and abandon certain alleged vices will continue as long as the world lasts, I presume, to have a number of followers," declared Dr. A. J. Heyl, a retired officer. "They are busy just now waging a campaign against the use of cigarettes by the soldiers. It is true that our boys are smoking more than they ever did. There are not very many men in the armies of the United States, England, France, Italy and the other countries who do not smoke. They have got to do something, and smoking, in my opinion, injures them less than any other 'vice' they could acquire.

"I have been smoking cigarettes ever since I was a boy. Perhaps I have tobacco arteries and a tobacco heart, but it doesn't worry me, and I have felt no ill effects. I noticed a short time ago an article by an eminent physician in which he named several prominent men who, he said, never had smoked. Among them was former Senator Chauncey M. Depew, of New York. It was said that the famous octogenarian had never smoked. Mr. Depew, who celebrated his eighty-fourth birthday anniversary in April, told me only a short time ago that he had been a confirmed user of tobacco until a few years ago. He did not quit because of any injury to his health, he said, and if fifty years' use of tobacco leaves a man in as splendid physical condition as Mr. Depew enjoys, I think tobacco helps rather than injures."

C. L. L.

SHIPMENTS OF PRINTED MATTER BY MAIL

The War Trade Board announce that, until further notice, individual export licenses will not be required to send newspapers, magazines and other periodically issued printed matter, including advertising circulars; also books and other printed matter intended for the personal use of the consignee, by mail to foreign countries. A special export license, "R. A. C. 53," covering all such exportations, has been issued through the post office department, and persons mailing parcels containing the printed matter as named above, need not apply for an individual export license. If the shipment is in conformity with the postal laws and regulations and the package bears on the wrapper, plainly marked, the license number, "R. A. C. 53," and the names and addresses of the consignor and consignee, the package will be accepted for mailing by the post office.

Poilu had taught Sammy a few simple French sentences. "Now," said Sammy, "I will reciprocate by teaching Poilu a few simple United States sentences." So he gave Poilu this one to ponder: "Blackie, my side kick is white clear through, but he's a raw, half-baked piece of cheese."—"The Argonaut."

TIT FOR TAT

A man left his umbrella in the stand in a hotel with a card bearing the following inscription attached to it: "This umbrella belongs to a man who can deal a blow of two hundred and fifty pounds. Will return in ten minutes."

On returning for his property he found in its place a card inscribed: "This card was left here by a man who can run one mile in four minutes. I shall not be back.—Exchange.

TOO CLOSE FOR FRIENDSHIP

Mistress—When I engaged you, Mary, you said you had no male friends. Now, almost every time I come into the kitchen I find a man there.

Mary—Lor' sakes, he ain't no friend of mine.

Mistress—Then who is he?

Mary—My husband.

If you are inclined to be pious and not swear, you should compromise by buying a war stamp every time you curse the Kaiser. If you need help, come in after office hours. Every printing office has some graduates in "cussin'."

A DADDY HE CAN BRAG ABOUT

Now, all you boys in olive drab,
Come smoke a good luck pipe with me,
I'll read your fortune in the smoke
An' tell you all the things I see.

I see three kiddies, plain as day—
One says "My pa owns everything,
A million million dollars, too."
The other says "My pa's a king."

An' then the littlest kid of all
Swells up until his buttons tear—
"Shucks, they ain't in it with my dad!
Why, fellers, he fought Over There!"

Here's luck, you boys in olive drab,
Good fortune bring you safely out
And give some littlest kid some day
A daddy he can brag about.

Velvet Joe.

"Velvet" advertising is more important than ever for the dealer this year. Full pages in the great national weekly and monthly magazines are telling the Velvet story now."

44

LIPSCHUTZ'S 44 CIGAR

ADLON 10c CIGAR

The achievement of the Lipschutz Standard in cigars represents twenty-five years of close co-operation with the *trade* and the *consumer;* it is the result of an ideal that cannot be satisfied with anything short of perfection, and the result is a nation-wide prestige.

Through the growth of public approval the consumption of cigars made by the Lipschutz Standard is increasing every year.

The "44" oval products are marketed under a name that carries with it a responsibility for quality.

"44" Cigar Co., Philadelphia

THE GRAND OLD CHEW

CLIMAX

PLUG TOBACCO

P. Lorillard Co.
Business Established 1760—158 years ago.
We furnished tobacco for the soldiers of the
Revolutionary War (1775—1783)
War of 1812 (1812—1815)
Mexican War (1846-1848)
Civil War (1861-1865)
Spanish War (1898)
and are now furnishing
Climax Plug "The Grand Old Chew"
to the soldiers fighting for the
Liberty of the World.

AMERICAN TOBACCO INDUSTRY

DIRECTOR SAM L. ROGERS, of the Bureau of the Census, Department of Commerce, will soon issue bulletin 136 on the American tobacco industry, compiled under the direction of William L. Austin, chief statistician for tobacco. The bulletin contains data regarding the production, consumption and stocks of tobacco in the United States, the prices obtained for the staple by the growers, the quantities of the several products manufactured therefrom, the revenue on tobacco collected by the Government, and the imports and exports of manufactured and unmanufactured tobacco. The purpose of the report has been to assemble in one publication the statistics for the various phases of the industry and to present them in convenient form for ready reference. The statistics of stocks were collected by the Bureau of the Census; those of acreage and production by the Bureau of Crop Estimates of the Department of Agriculture, except for decennial census years; those of consumption, of products manufactured and of revenue collected by the Bureau of Internal Revenue of the Treasury Department, and those of imports and exports by the Bureau of Foreign and Domestic Commerce of the Department of Commerce.

The amount of leaf tobacco shown by the report as in the hands of manufacturers and dealers on January 1, 1918, was 1,176,234,657 pounds, as against 1,044,885,108 pounds held on January 1, 1917, the increase being equal to 12.6 per cent. Of the total for 1918, chewing, smoking, snuff and export types formed 76 per cent.; cigar types, 19 per cent., and imported types, 5 per cent. The leading individual type was that produced in the "bright yellow district of Virginia, North Carolina and South Carolina," of which there was reported 428,913,604 pounds, or 36.5 per cent. of the total. Burley tobacco contributed 177,206,800 pounds, or 15.1 per cent., and the tobacco classed as "dark fired as grown in Clarksville, Hopkinsville and Paducah districts" amounted to 117,118,386 pounds, or 10 per cent.

According to estimates made by the Department of Agriculture, the total tobacco crop of the United States in 1917 was 1,196,451,000 pounds. The leading tobacco States and the estimated amounts grown by them are as follows: Kentucky, 426,600,000 pounds; North Carolina, 204,750,000 pounds; Virginia, 129,500,000 pounds; Ohio, 99,072,000 pounds; Tennessee, 81,810,000 pounds; Pennsylvania, 58,100,000 pounds; South Carolina, 51,120,000 pounds; Wisconsin, 45,885,000 pounds; Connecticut, 29,540,000 pounds, and Maryland, 22,594,000 pounds. The acreage estimated for these States ranged from 474,000 for Kentucky to 21,000 for Connecticut, and the production per acre from 1400 pounds for Connecticut and Pennsylvania to 630 pounds for North Carolina. The higher yields are obtained, as a rule, in the localities producing the high-priced types used in the manufacture of cigars.

During the past three-quarters of a century the growth in tobacco production in the United States has not quite kept pace with that in population, the estimated tobacco crop of 1917 being about five and a half times as great as the crop of 1839, as ascertained at the census of 1840, the earliest at which statistics of tobacco production were obtained, whereas the estimated population of the country for 1917 was slightly

(Continued on Page 24)

Regarding—

Tuxedo

The Perfect Tobacco for Pipe and Cigarette

OUR GOVERNMENT'S request for the entire output of TUXEDO, the tobacco "Your Nose Knows", for the use of our fighting men in the Army and Navy will, for the present, make it impossible for us to supply the trade with this brand of tobacco.

TUXEDO is another of the American Tobacco Company's products which the Government has been forced to stamp as a war necessity and which, in consequence of that necessity, we give wholly and gladly.

THE TRADE will be notified immediately on the return of TUXEDO, or any part of it, to the general market. In the meantime, we ask your continued consideration.

THE AMERICAN TOBACCO COMPANY
NEW YORK

"Your Nose Knows"

DEALERS
There's a Big Demand for
FLOR DE
MELBA
The Cigar Supreme

They're quite a bit better than others. All popular shapes.

Sell for 3 for 25c, 10c straight, 2 for 25c, 3 for 50c and 25c straight.

Our national advertising helps you sell FLOR DE MELBAS.

Thousands of satisfied FLOR DE MELBA smokers help you increase your business.

See your jobber now, or write us

I. Lewis Cigar Mfg. Co. - Newark, N. J.
Largest Independent Cigar Factory in the World

FACTORY BRANDS:
BOUQUET DE PARIS
FAVORITA ESPANOLA
LONDON JOCKEY CLUB
EL MARVELO
JUANA DIAZ

Neudorf's
BOUQUET DE PARIS
"The Havana Cigar of Exclusive Mildness"

The cigar that is PREFERRED by United States Senators, Eminent Bankers, and other professional men who are exceptionally discriminating. This proves the unusual merit of Neudorf's *Bouquet de Paris* Cigars.

Write at once for prices and territory

MINDEN & DAVIS
MANUFACTURERS
1809-1811 First Ave. - New York City

American Tobacco Industry

(Continued from Page 22)

more than six times as great as the population shown by the census of 1840.

Virginia was the greatest tobacco-growing State prior to the Civil War, but since that period Kentucky has led in this respect. Although at the last census the production of tobacco was reported for 1568 counties in 45 States, nearly one-fourth of the crop (23.5 per cent.) was grown in the following 14 counties, each of which reported more than 10,000,000 pounds: Lancaster, Pa.; Hartford, Conn.; Pittsylvania, Va.; Dane, Wis., Halifax, Va.; Darke, Ohio; Daviess, Ky.; Montgomery, Ohio; Robertson, Tenn.; Christian, Ky.; Graves, Ky.; Montgomery, Tenn.; Pitt, N. C., and Henderson, Ky.

The total world's average production of tobacco during the period immediately preceding the war is estimated at 4,197,000,000 pounds annually. Of this, continental United States produced approximately 1,000,000,000 pounds; British India, 1,000,000,000 pounds; China, 500,000,000 pounds; European Russia, 230,000,000 pounds; Dutch East Indies, 200,000,000 pounds; Austria-Hungary, 170,000,000 pounds; Japan, 120,000,000 pounds; Philippines, 100,000,000 pounds, and Brazil, 100,000,000 pounds. The total for these countries amounts to 3,420,000,000 pounds, or 81 per cent. of the total for the world.

According to data compiled by the Bureau of Crop Estimates of the Department of Agriculture, the average farm price of tobacco throughout the United States on December 1, 1917, was 24.9 cents a pound, or more than twice the corresponding average for the ten years 1908 to 1917, inclusive, which was 12.1 cents. During the period in question the lowest figure was that for December 1, 1915, 9.1 cents, but by December 1 of the following year the average price had increased to 14.7 cents, and twelve months later it had leaped to 24.9 cents.

According to the latest annual report of the Commissioner of Internal Revenue, there were manufactured during the year 1916 in factories under the jurisdiction of that official 7,932,610,191 cigars, 25,312,486,611 cigarettes and 466,165,728 pounds of chewing and smoking tobacco and snuff. In addition, 87,654,149 cigars and 4,594,662,940 cigarettes were made in bonded manufacturing warehouses, operated under the jurisdiction of the customs service.

On the basis of revenue-stamp sales, the number of cigars and cigarettes manufactured during 1917 in registered factories under the jurisdiction of the Commissioner of Internal Revenue is estimated at 9,050,960,224 and 34,832,385,676, respectively. The increase in the production of cigarettes in registered factories during recent years is a striking one, amounting to no less than 250 per cent. for the six-year period 1911-17, and when the production in bonded manufacturing warehouses in 1917, for which no data are yet available, is taken into account, it is probable that the total will reach or closely approximate 40,000,000,000. The exports of cigarettes during 1917 totaled 7,023,626,000.

LUCKY STRIKE Cigarette—a new flavor. It's toasted. Toasting holds the Burley flavor and adds to it. You don't eat raw meat. You don't drink raw coffee. You prefer toast to soggy bread. 95 per cent of your food is subjected to heat before you eat it, because the heating adds to the flavor and improves the taste. Like the greater part of the food which you place in your mouth, LUCKY STRIKE Cigarettes are subjected to heat. THEY'RE TOASTED. Toasting holds the Burley flavor and adds to the taste.

LUCKY STRIKE
The Real Burley Cigarette
It's Toasted

GUARANTEED BY
The American Tobacco Co.
INCORPORATED

BAYUK BROS.

"HAVANA RIBBON"

THE PERFECT CIGAR

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P.B. Gravely Tobacco Co. Danville, Va.
To Dealers—
Write us a postal for a peach of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.
P. B. GRAVELY TOBACCO CO. DANVILLE, VA.
DEPT. A

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Japanese Tobacco Monopoly?

Washington, D. C.

REPORTS that Japan was about to secure a monopoly of the tobacco trade in China, recently circulated, are causing considerable disquiet among manufacturers, who have found in that country a fertile field for their products. A number of protests have been lodged with the State Department, although officials declare that, thus far, they have no formal knowledge of the matter and are powerless to take any action.

The statistics of the Department of Commerce show that China is absorbing a great quantity of American tobacco and tobacco products, and that our exports to that country are increasing steadily. The last report of the department, covering the ten months ended with April, show exports of unmanufactured tobacco for that period totaling 5,934,169 pounds, valued at $1,796,273, and cigarettes amounting to 4,209,201,000, valued at $7,424,100.

China leads in the consumption of American cigarettes by several million dollars' worth over any other country, and stood sixth in the list of importers of unmanufactured American tobacco.

On the other hand, our imports of Chinese leaf are increasing steadily. During the calendar year 1917 they amounted to $461,474, against $110,994 in 1916, and, although figures for this year are not yet compiled, preliminary statistics point to imports of more than $500,000. These imports, probably, would not be greatly affected by any monopoly, as Japan would undoubtedly be more interested in selling tobacco to the Chinese than in buying it from them.

Under the monopoly, which is greatly desired by Japan, American exporters would stand to lose business amounting to approximately $10,000,000 a year and would be forced out of one of the most promising markets of the world. As soon as knowledge of the proposed monopoly reaches the State Department through regular channels, it is declared, the matter will be taken up for the purpose of protecting American interests.

C. L. L.

TOBACCO IMPORTED BY NEW ZEALAND

Commerce reports show that about three million pounds of manufactured tobacco were imported by New Zealand in 1916 and about two million pounds in 1917, while the value of the 1917 import was nearly as large as that of 1916. After the war, when we will have a great merchant marine, this trade may be worthy of attention by American producers.

Every cigar you smoke is taxed to feed the boys "over there." Smoke up.

Divide your tobacco ration with the boys in the trenches, through the Emergency Aid. The Government gets the revenue tax.

Beginning June 25 Manila cigars will have to pay the overland domestic rate for first class of $3.70 besides the new increase of 25 per cent., or $4.62½ per 100 pounds. An increase of about $1 per thousand.

The Only Stand

The editor of a New York newspaper called up the president of the United Cigar Stores Company the other day, to inform him that General Crowder, provost marshal and director of the draft, had decided to exclude from exemption service a long list of men who heretofore were classed as being in useful occupations. The editor asked how the new ruling would affect the United Cigar Stores Company.

"Not at all," was President Wise's laconic reply.

"Don't your salesmen occupy useful positions?" was asked.

"Yes," said Mr. Wise, "very useful to the public, but when the country wants them, it can have them, so far as we are concerned. We have no option, of course, but if we had an option, we'd waive it and waive it gladly."

"Can you run your business if the draft takes all of your men, or a large part of them?" the editor asked.

"We're not thinking of business," was Mr. Wise's answer. "We're thinking of winning the war—nothing else, absolutely nothing else."

And that little talk over the wire between a New York editor and our company's president tells just where the United stands and has stood and will stand till kingdom comes.—From "The United Shield."

A NICOTINE DISCOVERY

London "Tobacco" in its current issue has the following interesting item:

"The journal of the Horticultural Society for September, 1917, contains interesting facts about the production of nicotine, which, were it not for its expense, would, says the journal, be an almost ideal insecticide. Lieutenant G. Parry-Davis, of Borneo, gives an account of a method he has of curing tobacco by which he gets a higher percentage of nicotine. His method is to burst or rupture the cells in the leaves, instead of allowing them to collapse as in the ordinary method. The tobacco turned out he found to be far stronger in nicotine than the ordinary. Here, surely, is the method by which home-grown tobacco could be specially treated so as to produce material 'more quickly, more cheaply and with a higher nicotine percentage.' This could be used for horticultural purposes and leave what was usable of tobacco factory offal to go into the smoker's pipe. Give to the horticulturist what he ought to use and to the manufacturer of smokes what he ought to use."

ENEMY TOBACCO SOLD

An auction sale of tobacco, under the "trading-with-the-enemy" act, was held in Baltimore, June 24, by the alien property custodian. The sale disposed of 1917 hogsheads of Ohio leaf, 8 hogsheads of bright Ohio leaf, 130 hogsheads of Maryland leaf, 20 hogsheads of black fat Virginia lugs, 10 half-hogsheads of Kentucky long-leaf burley, 794 hogsheads of Virginia stems, sweetened; 1671 hogsheads of Virginia stems, uncased, and 294 hogsheads of bright Carolina stems, uncased.

Dealers
Jobbers
Manufacturers

THREE DOLLARS will bring you a copy of the National Directory of Cigar Manufacturers. This is the current edition compiled by N. W. Mead. The regular price is **FIVE** Dollars. You SAVE Two Dollars by acting quickly.

This Directory is the most recent publication of its kind and lists in more than 350 pages the names and addresses of cigar and cigar box manufacturers, tobacco manufacturers, wholesalers and jobbers, cigar and tobacco brokers, and company stores throughout the United States. The cigar manufacturers are listed alphabetically by cities and also numerically by districts.

Every Business House in the Industry Should Have This Book.

The balance of the current edition of this Directory has been acquired by *THE INTERNATIONAL PRINTING COMPANY*, and will be sold through THE TOBACCO WORLD.

As long as the supply lasts these directories will be furnished promptly upon receipt of Money Order or Check for THREE Dollars made payable to THE TOBACCO WORLD.

Get Your Copy Today

By Addressing

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145 WATER STREET --- NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 18 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

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And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

H. NEUBERGER COMPANY
Incorporated
130 Water Street
New York
IMPORT EXPORT
LEAF TOBACCO

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306 NO. THIRD STREET, PHILADELPHIA

Concerning Reformers

WE cannot help wondering whether some of the people who are writing such stirring appeals to "the people" to save and conserve and do without are following their own advice. Not that it matters much if the advice is good, but it would seem that "the people" should have a right to choose what they will do without.

When old Mrs. Nagger, under the name of Doctor Polyphemus Nutt, publishes a tirade against tobacco and says that General Knockemoff considers smoking a detriment to soldiers, she knows that she invented the story, but she was always an inventor; she always hated tobacco, and when Mr. Nagger obtained a happy release by the pneumonia route, from smoking his pipe in the woodshed, she said, "Now he can smoke all he wants to."

She never knew the Presbyterian minister who had a great reputation for saintliness and writing soothing and comforting sermons instead of the orthodox Presbyterian ones, the creed of which is:

"You will if you will and you won't if you won't;
You'll be damned if you do, you'll be damned if you don't."

He always smoked a pipe while he wrote. His son was a physician of some celebrity who bought his cigars, made to order, in thousand lots. His grandson is hale and hearty at sixty-three years of age. He began to smoke cigars at twelve years of age. He is unpopular only with old women and that is because he denounces tea as a poison.

You can laugh at the idea if you like, but we believe that the time is coming when the children will give mother a new pipe for Christmas, and it will be a pipe of peace. We believe it, because on a recent week-end visit, Mrs. Gentle, opening a box of cigarettes after a search, said to her little daughter, "You tell your brother Percy if he doesn't let my cigarettes alone I will tell his father. You know, Mr. Writer, I just could not endure the servants and other household worries without an occasional smoke."

It is not alone in the trenches that the battle of life is fought. It is fought in the office, in the factory, in the kitchen especially, and the racked nerves cry for an anodyne.

Anti-tobacconists with a lot of other antis belong to the class of those

"Who compound for sins to which they're most inclined
By damning those for which they have no mind."

The Government is getting a large revenue from the tobacco trade. Be patriotic and smoke all you can.

The Entertainment Committee of the Leaf Tobacco Board of Trade distributed $1500 to the Red Cross and other societies from the proceeds of the recent entertainment.

The New York "Journal of Commerce" says that "dressed fowls are quiet." If the man that wrote that will go to Atlantic City and listen to "the porch hens," he will know better.

LEAF IMPORTS INCREASING

Washington, D. C.

STATISTICS now being compiled by the Department of Commerce show that our imports of leaf tobacco are increasing steadily, despite conditions of war, the total imports for the first ten months of the current fiscal year being valued at $36,432,435, as compared with $19,941,775 during the corresponding period of 1917, and $16,209,527 in 1916.

As shown by the following tables, the "unspecified" countries, which formerly furnished so little tobacco as to make it futile to keep an individual record, now furnish nearly fifty per cent. of the total, while countries that were formerly the leaders now furnish but very little.

	1916. Pounds.	Value.
Leaf suitable for cigar wrappers,	1,737,727	$2,011,830
Imported from		
Netherlands,	1,647,829	1,871,791
Canada,	19,234	18,677
Cuba,	57,735	119,728
Other countries,	12,929	1,634
	1917.	
Total imports,	2,516,473	3,142,208
Imported from		
Netherlands,	2,230,957	2,782,210
Canada,	53,563	60,877
Cuba,	113,641	239,230
Other countries,	118,212	59,891
	1918.	
Total imports,	3,864,508	4,921,109
Imported from		
Netherlands,	353,172	575,289
Canada,	62,414	131,669
Cuba,	172,486	259,070
Other countries,	3,276,436	3,955,081
	1916.	
	Pounds.	*Value.*
All other leaf:		
Total,	34,640,336	14,197,697
Imported from		
Greece,	6,282,227	2,806,434
United Kingdom,	1,339,545	478,422
Mexico,	146,387	16,761
Cuba,	20,216,137	10,179,351
Other countries,	6,656,040	76,769
	1917.	
Total,	34,662,515	16,799,567
Imported from		
Greece,	6,689,403	3,053,973
United Kingdom,	104,415	63,381
Mexico,	1,729,666	189,689
Cuba,	19,262,959	12,346,118
Other countries,	6,876,072	1,146,406
	1918.	
Total,	55,696,054	31,511,326
Imported from		
Greece,	15,956,098	13,860,025
United Kingdom,	44,982	58,844
Mexico,	286,169	78,289
Cuba,	15,108,989	12,163,246
Other countries,	24,299,816	5,350,922

C. L. L.

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

TURKISH CIGARETTES
CADO COMPANY, INC.
145 Lafayette Street - New York City
BRANDS { Fifty-Six - - - - - 10 for 25c
Cado - - - - - - 10 for 15c
Water Lily - - - - - 20 for 15c

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.
LIVE DISTRIBUTORS WANTED

Advertise Your Brands
in
The Tobacco World

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

JOHN HULL:—40,678. For cigars. May 15, 1918. Mazer Cigar Mfg. Co., Detroit, Mich. Trade-mark claimed to have been in actual use for a number of years when it was first adopted by the City of Straits Cigar Mfg. Co., Detroit, Mich., from whom title was derived by the registrant.

PETER WHITE:—40,679. For cigars. May 16, 1918. Mazer Cigar Mfg. Co., Detroit, Mich. Trade-mark claimed to have been in actual use for a number of years when it was first adopted by the City of Straits Cigar Mfg. Co., Detroit, Mich., from whom title was derived by the registrant.

QUEEN OF THE STRAITS:—40,680. For cigars. May 16, 1918. Mazer Cigar Mfg. Co., Detroit, Mich. Trade-mark claimed to have been in actual use for a number of years when it was first adopted by the City of Straits Cigar Mfg. Co., Detroit, Mich., from whom title was derived by the registrant.

CAPT. JOE NICHOLSON:—40,681. For cigars. May 16, 1918. Mazer Cigar Mfg. Co., Detroit, Mich. Trade-mark claimed to have been in actual use for a number of years when it was first adopted by the City of Straits Cigar Mfg. Co., Detroit, Mich., from who title was derived by the registrant.

SAVANA:—40,682. For cigars. May 16, 1918. Mazer Cigar Mfg. Co., Detroit, Mich. Trade-mark claimed to have been in actual use for a number of years when it was first adopted by the City of Straits Cigar Mfg. Co., Detroit, Mich., from whom title was derived by the registrant.

DIAMOND G (in Diamond):—40,683. For pipes and smokers' articles. June 4, 1918. Samuel Gordon, New York City.

UNCLE SAM'S CANNONS:—40,684. For cigars, cigarettes, tobacco and little cigars. May 28, 1918. Tampa-Cuba Cigar Co., Tampa, Fla.

BREVETS:—40,685. For cigars. May 1, 1918. Messrs. Waitt & Bond, Inc., Boston, Mass.

BOULEVARD LINK:—40,686. For all tobacco products. June 10, 1918. American Litho. Co., New York City.

MONTELAISE:—40,688. For cigars, cigarettes, cheroots and tobacco. June 5, 1918. Wadsworth Campbell Box Co., Detroit, Mich.

KILTIE MIXTURE:—40,689. For smoking tobacco. June 11, 1918. Cameron Tobacco Co., Richmond, Va.

TRANSFERS

LORD VENTOR:—33,116 (U. S. Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered June 26, 1907, by Wm. Steiner Sons & Co., New York City. Transferred to Samuel Watts, Terre Hill, Pa., and re-transferred to the Imperial Cigar Co., Lancaster, Pa., March 30, 1918.

A young lady whose stock of baseball knowledge was not as large as she believed sat watching a game that was proving very disastrous to the home team. Along about the eighth inning of the farce she turned to her escort and exclaimed:

"Isn't our pitcher grand? He hits their bats no matter where they hold them!"—Exchange.

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

FOR SALE—SHORT FILLER SCRAP, made from all Ohio tobacco, price 30 cents. Also have fine lot Dutch tops for sale. Will buy low grades of all kinds. C. C. Ehrhart, Versailles, Ohio. Factory No. 9, Tenth District.

FOR SALE—Twenty-four Miller, DuBrul & Peters suction tables, in perfect condition. For a quick sale a very low price will be accepted. Address Box 151, "The Tobacco World."

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

WANTED

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made.
J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

BRITISH CIGARETTES IN DEMAND

Washington, D. C.

THE many British soldiers and officers who are in this city as members of the various allied activities in this country have created a demand for British "fags," and a number of dealers are beginning to carry a few of the best-known lines.

The average British soldier on duty in Washington has taken readily to the domestic cigarettes, many of which, of course, are as well known to them as any of British make, but dealers who have stocked one or two kinds of English cigarettes as an experiment find a sudden big demand for them.

These dealers also report that their sales of such British cigarettes as have always been sold here have increased greatly within the last year, due to the influx of English officers and soldiers.

There are many British soldiers stationed here, both as members of the various military and buying missions of their country and as instructors in grenade throwing, bayonet work and similar activities in which they have had several years' experience. All the men stationed here have seen actual fighting at the front and bring with them the likes and dislikes fostered during four years of warfare. Among the former is the desire for the cigarettes to which they have been used in the trenches, and this need is to be met now by a number of American dealers.

One of our compositors has a few lines pasted up on his case that are very suggestive:

"When a man has spent his last red cent,
The world looks blue, you bet;
But give him a dollar and you'll hear him holler
There's fun in the old thing yet."

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
INCORPORATED
LOUISVILLE, KY., - - U. S. A.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

CIGAR LABELS
We have on hand quite a number of very attractive Stock Labels, which we are closing out *with all rights to the title and design.* This enables anyone to acquire a *Private Label* at a very insignificant cost. Write for samples and particulars.
LOUIS E. NEUMAN & CO.
257 W. 17th Street New York City

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

GARRETT H. SMITH, U. S. and Canadian Representative for
COMPAÑIÁ LITOGRÁFICA DE LA HABANA
Finest Imported Cigar Bands and Labels. Also GUMLESS Bands
NEW YORK OFFICE (Phone, Stuyvesant 7476) 106 E. 19th ST.

CIGAR BOX LABELS BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W
WM. WICKE RIBBON COMPANY
Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain
WOODHAVEN AVENUE, GLENDALE, NEW YORK

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET, LOUIS G. CAVA, Mgr.

HEYWOOD, STRASSER & VOIGT LITHO. CO.
26TH STREET & 9TH AVENUE, NEW YORK
MANUFACTURERS OF
CIGAR BOX LABELS BANDS AND TRIMMINGS
WESTERN OFFICE
30 N. La Salle St., Chicago, Ill.
CANADIAN REPRESENTATIVES
B. B. B. Co., Montreal, Canada
PHILADELPHIA OFFICE
322 Chestnut Street
SELLING REPRESENTATIVES
ADOLPH FRANKAU & CO.,
129 Fifth Avenue, New York City

To The Men Who "Roll Their Own"

TAKE a good look at your little white sack of the makings—"BULL DURHAM" tobacco. For we are going to ask you to part with good old "Bull" for a time. He has enlisted. He has gone to the front to help win the fight over there—every single sack of him.

The Government has asked for the entire output of our "BULL DURHAM" factories, and what the Government asks we all give cheerfully.

The millions of sacks of "Bull" we have been sending abroad have not been enough. We must give ALL to our men at the front—36,000,000 sacks—2,000,000 pounds—100 car loads every month.

So, with your own hands, roll yourself a cigarette of "Bull"—carefully, thoughtfully, just the best cigarette you ever rolled; and while you smoke it, THINK.

There is only *one* thought you can think—it is this: "If the boys over there need *my* 'makings' hey're *sure* welcome. Here's to them and good luck. And may every little bag carry its inspiration of hope and courage."

And if you have sentiment, just save the round white tag of your last sack and hang it up in memory of good old "Bull". For you will be proud to know him when he comes back—as he must come soon—covered with medals of honor for service.

President.

THE AMERICAN TOBACCO COMPANY
NEW YORK

The "Makings" of a Nation

VOLUME 38 NO. 11

The TOBACCO WORLD

JULY 15, 1918

Are you prepared with a reliable substitute for the all-tin can? Don't be caught napping. Satisfy yourself as to the humidor qualities of

"Damptite"

This parchment-lined fibre cigar can with tin rim, tin top and tin bottom has all the humidor qualities, together with the strength and durability, of the all-tin can.

There is an appreciable saving in weight that will appeal to the man who pays the freight, now that freight rates are going to increase.

Get your samples and prices today.

THE ROUND CONTAINER ALSO CAN BE FURNISHED WITH THE "DAMPTITE" TOP AND BOTTOM
WRITE FOR SAMPLES
STRENGTHENS THE BODY AND PREVENTS RAW EDGES - STRONG AND DURABLE AS TIN
EQUIPPED TO MAKE THE FOLLOWING SIZES:
SQUARE CONTAINERS,-
3 INCHES SQUARE
3¼ INCHES SQUARE
ROUND CONTAINERS,-
3 1/16 INCHES IN DIAMETER
4 3/16 INCHES IN DIAMETER
ANY CIGAR LENGTH REQUIRED
FURNISHED IN PLAIN, GOLD LACQUERED OR ANY COLOR.

WIEDMANN-ST. LOUIS CIGAR BOX CO.

1117-23 NORTH BROADWAY ∴ ∴ ∴ ∴ ∴ ST. LOUIS, MO.

GARRETT H. SMITH, Inc.
106 E. 19th Street
NEW YORK CITY
Agent for the States of New York, New Jersey, Pennsylvania, Delaware, Maryland and Florida

AMERICAN BOX SUPPLY CO.
383 Monroe Street
DETROIT, MICH.
Agents for the States of Michigan, Indiana and Ohio

RECEIVED
U. S. Department of Agriculture

MADE IN BOND

FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.

PHILADELPHIA

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY: TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

CHANCELLOR

The Acknowledged Leader Among Mild Sumatra Wrapped Havana Cigars

---

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE	FACTORY	WAREHOUSE
222 PEARL STREET	TAMPA	LEALTAD 129
NEW YORK	FLORIDA	HAVANA

ROCKY FORD

HAND MADE CIGAR DELICIOUS FLAVOR

MANUFACTURED IN OUR NEWARK, N. J., FACTORIES

We also manufacture, at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 2 for 5c—3c each and 3 for 10c., giving the Jobber and Retailer an exceptional margin of profit.

UNION AMERICAN CIGAR CO.

General Offices, Pittsburgh, Pa.

BAYUK BROS.

"HAVANA RIBBON"

THE PERFECT CIGAR

For Gentlemen of Good Taste

San Felice

CIGARS

The Deisel-Wemmer Co.,

LIMA, O.

DEALERS

There's a Big Demand for

FLOR DE MELBA

The Cigar Supreme

They're quite a bit better than others. All popular shapes.

Sell for 3 for 25c, 10c straight, 2 for 25c, 3 for 50c and 25c straight.

Our national advertising helps you sell FLOR DE MELBAS.

Thousands of satisfied FLOR DE MELBA smokers help you increase your business.

See your jobber now, or write us

I. Lewis Cigar Mfg. Co. - Newark, N. J.

Largest Independent Cigar Factory in the World

The Demand for

DISCRIMINATOR

NEW 7c CIGAR

is taking the output.

Particular smokers are learning the value of this new cigar and with Bobrow Bros.' guarantee as to quality, workmanship, etc., behind it they are sure of a satisfying smoke when they demand a

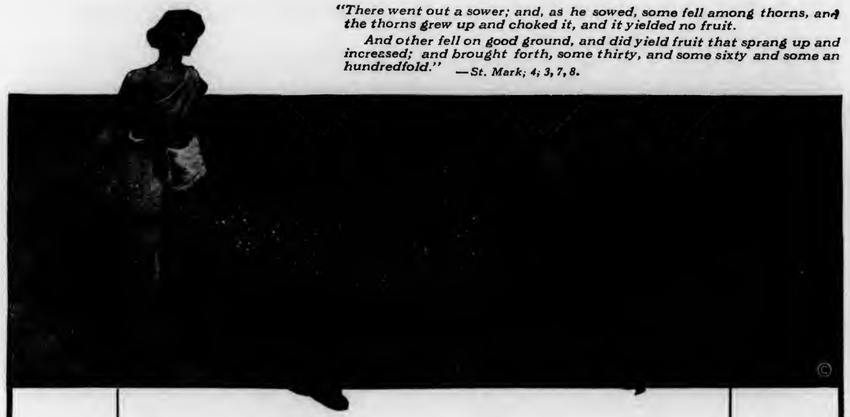
"DISCRIMINATOR" 7c CIGAR

BOBROW BROS., Phila.

Makers of "BOLD" CIGARS

"There went out a sower; and, as he sowed, some fell among thorns, and the thorns grew up and choked it, and it yielded no fruit.

And other fell on good ground, and did yield fruit that sprang up and increased; and brought forth, some thirty, and some sixty and some an hundredfold." —St. Mark; 4; 3, 7, 8.



Like the Parable of the Sower

some manufacturers do not use sufficient foresight to determine where their advertising seeds are sown, or where they fall.

They attempt to simply throw the seeds to the four winds — hit or miss — without regard for the thorny, or stony ground, or the waysides, where the seed is devoured, scorched or withers away.

The wise sower of advertising seed selects the good, fertile fields; and he, therefore, not only reaps harvests thirty, sixty or an hundredfold, but *saves much seed:*—and surely this is no time for waste of either advertising seed (dollars) or time.

When selecting the business fields which you want to sow and cultivate, don't scatter your seed — conserve it and plant where it will do most good;— where it will flourish, thrive and bear forth fruit in the form of increased business an hundredfold. Plant your advertising seed in

The Tobacco World
236 CHESTNUT STREET
PHILADELPHIA

Copyright 1918.

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The Tobacco World

Established 1881

Volume 38 — **July 15, 1918** — **No. 14**

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

Every Business House

In the Tobacco Industry

Should have this book

A newly compiled addenda sold with the National Directory of Cigar Manufacturers makes this book a complete record of the cigar and tobacco manufacturers of the United States, with the exception of the Twenty-eighth District of New York.

To dispose of the balance of this edition it will be mailed with the addenda on receipt of **THREE DOLLARS**, Cash, Money Order or Check.

This is the latest and most up-to-date directory published, and was compiled in 1917.

In addition to the list of cigar and tobacco manufacturers, there is also an extensive list of cigar box manufacturers, wholesalers and jobbers of cigars and tobacco products, company stores and brokers. Nearly four hundred pages in all.

Don't delay in sending your **THREE DOLLARS** for your copy. Make checks or money orders payable to **THE TOBACCO WORLD.**

No complete directory, such as this, has been issued in the tobacco trade for at least ten years. It may be ten years before another is printed.

GET YOURS WHILE THE EDITION LASTS

The Tobacco World
236 Chestnut Street
Philadelphia

The Maintenance of an Inflexible Quality Standard in

CRESSMAN'S COUNSELLOR CIGAR

is reflected in the unvarying increase in consumer demand.

Good judgment favors stocking—displaying—recommending it everywhere

Allen R. Cressman's Sons,
Makers
PHILADELPHIA

H. S. LOEWENTHAL S. LOEWENTHAL R. LOEWENTHAL

S. Loewenthal & Sons

Importers of Havana and Packers of Leaf Tobacco

123 MAIDEN LANE, NEW YORK

WANTED—By largest firm in the trade to represent in India a first-class American Tobacco Factory. Tobaccos to be packed in ¼-lb. vacuum tins, cigarettes in fifties—vacuum tins, and one or two brands in sliding paper packets of 10.

D. MACROPOLO & CO., Calcutta, India.

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER
CLEAR HAVANA
CIGARS
Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.
NEW YORK CITY

Volume 38 — Number 14

THE TOBACCO WORLD

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year — PHILADELPHIA, July 15, 1918 — Foreign $3.50

Rattling the Editorial Sword Seems to Produce Advertising for Some Tobacco Trade Papers

THAT he never drew attention to an abuse without suggesting a remedy, and he placed the emphasis on the correction rather than the abuse; this was one of the fine tributes paid to the political life of Major John Purroy Mitchel.

EVERY time the Kaiser fails to attain his object he "rattles the sword" and threatens terrible vengeance on his opponents. But long ago the Allies ceased to tremble when he promised to visit the wrath of "Me and Gott" upon them. The work of winding up the affairs of Prussian militarism is proceeding steadily and satisfactorily.

And in this connection we cannot help but observe how much the editorial utterances of certain tobacco trade papers reflect this same spirit. The failure to get advertising is usually followed by loud rattlings of the editorial swords. This would amount to very little were it not that in this particular branch of "sword rattling" results are obtained.

We direct the attention of both advertisers and prospective advertisers to the growth of this method of obtaining advertising.

Advertisers who succumb to these methods leave one of two impressions in the minds of those who have followed the trend of events. Either there was some truth back of the attack, or it was desirable to make an advertising appropriation simply to end the "ragging."

Now if such editorial attacks are based on fact and on the best interests of the trade, an advertising appropriation should have no influence whatever on editorial policy until the evil complained of is corrected. If the appropriation is made to end the continual "ragging," and not because there is any real basis for complaint, then the advertiser is establishing a precedent that will lead him into deep water.

There is a very fishlike smell to any editorial that follows on the heels of a disappointing visit of an advertising solicitor. But still worse is the continuance of editorial attacks with intermittent visits of the advertising solicitor. When the advertising is secured, the attacks cease.

It is a fair question to ask any branch of the industry how they can continue to endorse publications that editorially take up the cudgel "for the great good of the trade" and then forget the good of the trade when the firm attacked comes across with advertising. Are such publications to be depended upon to defend the best interests of the trade?

Sooner or later, if the tobacco industry is going to stand for these methods, they will find the trade papers, more and more, pursuing this line in order to secure advertising.

We bring this to the attention of the trade because the practice is growing. It is not confined to one tobacco trade paper.

It is just as important that a trade paper be supported because it is decent, honest and reliable, and to keep it so, as it is to encourage sword rattling by succumbing to it.

Sooner or later the trade will have to make its choice. If support is to be secured only by prying into the private as well as the business life of advertisers and non-advertisers in order to obtain advertising contracts, the surest way to increase the number of trade papers using these methods is to continue to give out these contracts when the wrath of the disappointed solicitor is given full vent in editorial utterances.

THE TOBACCO WORLD had just occasion to criticise one concern for the "good of the industry." It maintained its arguments until those concerned adjusted their methods of doing business. It was more than six months in working out to a successful conclusion but at no time during the criticism was the concern solicited for advertising, nor was the criticism directed at the concern for that purpose.

The trade publication that offers criticism based on fact and that attacks a concern because of its methods, cannot expect to have either the confidence or respect of the industry if it ceases its criticisms because of an advertising contract, and before the methods complained of have been adjusted.

The courts have on numerous occasions thrown cases out because the plaintiffs have not entered the suit with "clean hands."

The owners of THE TOBACCO WORLD have made every effort to maintain a clean and honest publication and to secure its advertising strictly on the merits of the publication. But it is discouraging, not only to ourselves but to other publications actuated by the same honest motives, to note the success of the method of clanking the sabre.

N. C. L. T. A. Urges Specific Leaf Import Tax

Washington, D. C.

URGING that, if an import duty of ten per cent. is to be added to the present duties on tobacco, in the new revenue bill, it be specific rather than ad valorem, as has been provided for, the National Cigar Leaf Tobacco Association, through W. L. Crounse, its Washington representative, has laid a brief before the House Ways and Means Committee, for consideration in framing the new bill on which the committee is now working.

The association's brief sets forth that, not only would the Government secure a greater revenue from a specific tax than from an ad valorem one, but that it would protect importers from fraudulent invoicing and would be far more equitable.

"We are aware that in the framing of a war revenue act of October 3, 1917, a flat increase in duties of ten per cent. ad valorem was recommended by the Ways and Means Committee, and our attention has recently been drawn to publications in the daily press to the effect that modifications of the existing tariff will be urged by certain members of the committee," said the association in its brief.

"It is not our purpose to discuss in this connection the advisability of increasing the duties on leaf tobacco. We regard it as of the utmost importance, however, that the committee should be advised of the disastrous effects that will follow, both to the Government and to honest importers, should an increase be made in the form of an ad valorem surtax, as was proposed with reference to the war revenue act. There are controlling reasons why all duties assessed upon leaf tobacco should be specific rather than ad valorem, and we would earnestly urge the committee to investigate this matter with great care and thoroughness, and to take counsel with the customs officials of the Treasury Department before adopting ad valorem duties as applied to tobacco. We are confident that if the committee will consider this proposition with due care it will unhesitatingly reject any proposition looking to the imposition of ad valorem rates on this important commodity.

"Whatever may be said respecting the relative merits of specific and ad valorem duties from a theoretical standpoint it will certainly not be necessary to argue that the practicability of ad valorem rates depends upon the ability of importers and customs officials to determine the foreign market value of the merchandise in usual wholesale quantities on the date of purchase. If it is impossible or difficult to ascertain such foreign market value it will be correspondingly impossible or difficult to administer the law, and the opportunities for fraud upon the revenue will be so numerous as to put a heavy premium on dishonesty and to give the unscrupulous importer an advantage over his conscientious competitor that will speedily drive the honest merchant out of business and leave the industry in the hands of those who are willing to live by frauds perpetrated upon their rivals and upon the Government.

"It is a practical impossibility to determine the foreign market value of any of the principal types of tobacco which are imported into the United States. Havana tobacco is purchased by American buyers largely in 'vegas' or lots at a round price for the vega and is afterwards subdivided and a part sold in Havana, while the remainder is brought to the United States. A vega will include numerous grades, and it is therefore absolutely impossible to set a hard and fast foreign market price on the portion shipped to this country, as such price must necessarily be arbitrarily fixed by the American buyer, who will have nothing to guide him but the average cost of the tobacco and the price which he believes he will be able to secure for it when resold in the United States, which price, of course, will depend upon many trade factors, including the special suitability of the tobacco for the particular factory for which it is finally purchased. It must be remembered that the individual requirements of the cigar manufacturer have much to do with the price of leaf tobacco, that which is greatly desired by one factory being almost valueless to another.

"The situation with respect to Sumatra wrapper tobacco is similar and still further emphasizes the danger to the revenue and to the legitimate operations of the tobacco trade of an ad valorem duty. In normal times Sumatra tobacco is purchased almost exclusively at the auction sales held in Amsterdam. American buyers are able to sell in this country only certain grades of this leaf, but in order to obtain what they require it is frequently advantageous for them to purchase lots all of which are not available for use in the manufacture of cigars in the United States and a part of which are resold to other buyers and are finally consumed in the manufacture of cigars in other countries. The buyer of Sumatra tobacco, therefore, is frequently in the same position as the purchaser of Havana vegas in that he has no guide, except his own judgment as to the value of the tobacco, and no record of price except the average paid for the entire lot he has bought, which usually would be below the price he would pay if he had purchased only those grades suitable for consumption in the United States.

"Under these conditions, which are typical of the great bulk of leaf tobacco importations, it will readily be seen that it is absolutely impossible to enforce the collection of an ad valorem duty on leaf tobacco. There is no class of merchandise imported into this country concerning the value of which there is at all times a greater diversity of opinion. The extraordinary 'spread' between the rate of duty on filler tobacco, which is thirty-five cents, and that on wrapper, which is one dollar and eighty-five cents, is emphasized by the fact that in some kinds of leaf tobacco, notably Havana, wrappers and fillers are mixed in the same bales, and when filler tobacco is mixed with more than fifteen per cent. of wrapper tobacco the entire bale becomes subject to the wrapper duty. In this connection it is a matter of record in the Customs Division of the Treasury Department that importations of tobacco appraised by six or eight different experts in the employ of the Government have been variously returned as containing all the way from ten to seventy-

(Continued on Page 28)

Cigar Store Salesmanship

By Frank Farrington

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CHAPTER VII
How Your Reading Counts

THE salesman who does not want to make his reading count to his advantage will find more reasons for giving no thought to the subject than I could offer in its favor. We are always able to bolster up our inclinations with excuses, even if they are poor ones.

You can learn a lot about cigars and tobacco and about salesmanship without reading a line, but in spite of that fact, the fellow who never reads anything about his work, never becomes very proficient. You can't be a real success in any kind of occupation without studying it.

If you won't read, I cannot make you read. The boss cannot make you read. You will have to go your own way, but if you try to learn all you are to know about the business by picking it up as you go along, you will end by not picking up very much or getting very far along.

The man who studies into what other people have found out and written about his work will have the world at his feet. You can get to the top if you make a ladder out of your reading.

Of course, I know your time is already filled, with either work or pleasure. You cannot add half an hour of reading every day without taking half an hour out of something else. Well, you can do no better than to take half an hour of your day and spending that half hour reading about your kind of work or your kind of goods.

Your reading will not count to your advantage if it consists of trash. Reading that is to be helpful must inspire you with ambition and develop the qualities that lead upward instead of downward.

Just because your opportunity to read may be going down to work in the morning or while you are at lunch, don't think it isn't worth while to read something that will count. The fifteen minutes you spend in going through the trash in an afternoon paper, or that is spent in reading the details of some sensational news event of no lasting importance, are minutes wasted. You might have something to show for that time if it were spent in reading a few pages about the growth and cultivation of tobacco, or about merchandising methods or about salesmanship.

Too much time is wasted every day in reading the evening papers and the latest number of "Sloppy Stories." Such reading contains nothing of any help to you in your work and it does not even develop your mind or make you bigger or broader in any way.

Just because you are a cigar store salesman don't get the idea that literature is of no interest to you. Good reading improves any man for his work because it gives him a better balanced mental equipment. Good reading is the best brain food. It helps you to think correctly and clearly and so makes it easier for you to solve the problems you meet, and it helps you to talk more intelligently and agreeably and it gets you out of the rut.

You will find that the marked successes in all kinds of work are men who have realized the value of reading and have read the best they could get. When you read trash you develop no common interest with other readers, because readers of trash never get together and talk about what they have read. It does not make any lasting impression worth telling about. When you read a good, standard book, novel or otherwise, you get a common ground for conversation with any other person who has read the same book. If you find yourself and any chance acquaintance are both readers of the same high class magazine, like the "Atlantic Monthly," for example, you have a common interest there. But will you be interested in discussing with anyone the latest number of "Mushy Fiction"?

There are two kinds of reading matter that are profitable for the man in the cigar store. One kind is literature that is standard because of its actual literary merit—and that does not mean that it is uninteresting. The other kind is reading matter that has to do with your business.

You can learn about human nature in any good literature, and the salesman's most important study should be human nature. There is more human nature and more help to the imagination in a few verses by James Whitcomb Riley than in a week's editions of so-called evening papers. I will personally guarantee any man to become more successful behind the cigar counter every month if he will read Riley's poems for ten minutes a day. Also I will guarantee that the man who reads them that much will find the reading gives him more pleasure than he ever got out of the sensational newspaper.

It's all right to read about the war and I believe it is every man's duty to be well informed on that most important of all subjects, but it does not take a great deal of time each day to keep that read up, as far as the really important facts are concerned.

As to reading matter with a direct application to your work, books on salesmanship are numerous and they are full of good ideas about what makes a good salesman and how one may sell more goods and earn more money. Such books will give you the principles of salesmanship and the knowledge of how to apply those principles. You can learn from such books how to sell more cigars and how to fit yourself to be something more than a clerk.

You ought to have a book or something on salesmanship within reach at all times so that whenever there is a chance to read a little, you need not waste the opportunity. When you read a little at a time, you have a chance to digest what you read. Undigested mental food will no more give you greater ability than undigested physical food will give you strength.

If you make a literary sewer of your brain, you will grow mentally inert and inefficient and you will land in a heap at the foot of the ladder. You can't climb on food that is without value—mentally or physically.

Some salesmanship literature is highly scientific. If it seems too much so, it is because you haven't yet reached the point where you understand it. You are still in the infant class in selling, perhaps, and the methods of the more experienced salesmen seem needlessly complicated. But if you take the position that there is nothing scientific about salesmanship, you practically admit that you are engaged in an occupation which does not call for a very high degree of intelligence.

Don't do your occupation that injustice. There is a scientific side to salesmanship just as there is to farming or to pharmacy or to banking. It is easy enough to sell a "quarter's" worth of cigars and to be perfectly polite and exact about it, but that is not salesmanship any more than changing a "five" is banking, or drawing a glass of soda water is pharmacy.

Scientific salesmanship means getting at the reasons for things customers do and say in the course of their buying, and it is learning how to counteract and to offset objections, how to meet opposing arguments and how to reduce everything to reasons for buying.

Scientific salesmanship is not something that is over your head. It is something that belongs in your regular day's work. Science is a matter of rules and their application. The best way to find out all about this is by reading everything you can find that relates to selling.

The most important thing for you to read, I think, is the trade paper or business journal about your kind of work. *I wish it were compulsory for every cigar store salesman to read the tobacco trade papers.* If it were, it would improve each man fifty per cent. unless he were already a hundred-point salesman. The journals dealing with the tobacco trade are filled with just the kind of information you need.

The tobacco trade paper ought to be the daily mental food of the man who sells such goods, whether he sells them in the store or on the road.

If you want to be a top notch man in your field, you must read the trade papers. You need to know all about the goods you are selling and about the kinds competitors are selling. You need to know where and when and how the goods are produced and manufactured. Your customers are always asking you questions you could answer with greater intelligence and interest if you were a trade paper student. You cannot keep up to date in your field unless you are a trade paper reader. The information you get in that way is information you would not be likely otherwise to have at all.

It is not even a beginning in salesmanship simply to know the kinds of goods you have to sell, and their prices. A slot machine knows that much. Successful salesmanship must include the development of satisfied customers.

It is not feasible for every cigar store man to have factory experience in order to learn all about the making of cigars. Not every salesman can go into the tobacco fields and see how the plant is cultivated. But every man connected with the business can read a trade paper that will give him regularly just the information he needs in order to be intelligent about his goods.

If the boss does not get the tobacco trade papers, he is not much of a man to work for. At all events, don't be without just because nobody offers you the copies free. Subscribe on your own account.

If you don't gain in knowledge and in selling ability, you will not gain in salary. It is the man who studies his job who keeps improving in his work and it is the salesman who digs into the theory of selling as he finds it in books and papers, who becomes expert.

The best jobs are held by men who are expert. We all admire the expert salesman or workman and wish we might be as efficient. We can be if we will make the effort, studying up our work every moment we can spare for reading.

To let the opportunities of each day go by with the thought that it is too much trouble to try, or with the idea that it takes more time and work than we want to put into it, is to admit that we do not care enough about succeeding to try hard. If we do not try, we cannot expect to get much sympathy when we fail. Our friends will let us go with a mere, "Well, he was a darned good fellow all right, but he hadn't enough backbone to get him anywhere."

If you want a "darned good fellow" epitaph on your tombstone, you can get it by taking things easy and letting others walk past and over you. But if there is anything to you, you won't let the other fellows walk over you until you are "under six feet," and then you won't want to do it. If you will read about your business and your work, you can keep ahead and on top.

A "Porto Rican" Number of "Tobacco"

WE extend congratulations to "Tobacco" of New York, a magazine always welcome for its carefully edited news and reading matter, on the current issue, which is a "Porto Rican Number," and devoted, as the name implies, to a review of that important branch of the tobacco industry.

The issue includes seventy-four pages or about twice the usual number. The first thing that strikes the reader is the extraordinary excellence of the illustrations, including the typographical work. Steep hillsides and mountain streams; the rich port of San Juan; the military drill of Porto Ricans; some beautiful pictures of growing tobacco leaf; great areas of shade-grown tobacco.

Of course there are a few pretty Porto Rican girls and there might be more, and views of historic forts and modern buildings. There is a historical sketch of the country from prehistoric times to the present, with especial reference to the progress and prosperity of the island since it came under the protecting wing of the American Eagle.

The publishers have every reason to be proud of the work of their staff, including the advertising section, in which art enters no less than in the illustrations.

Tobacco as a Preserver of Health

THE following facts and observations are not made either to oppose or convert anti-tobacconists. Fanatics live and thrive on opposition and while you may convert them from one fact to another, it is not worth the trouble.

The subject is suggested by a report in the "Indian Gazette," concerning the checking of an epidemic among the British Lancers at Golconda, a report of which has been published at Hyderabad, India. The epidemic of disease was carried and extended by fleas.

The flea, a familiar companion of dogs, cats, rats, and other warm-blooded, furry animals, is also fond of human blood and it was always considered a pest; but it was not until the establishment of the germ theory and the transmission of many germ diseases by fleas, certain mosquitos and flies, and the familiar creeping devil of the boarding house that has been called "the pestilence that walketh in darkness," that the flea was found to be one of the most pernicious of poisoners in hot countries.

At Golconda, fifty-two houses were "tobaccoed" by stitching the leaves into a piece of matting, which was laid on the floor. The same number of houses, of the same type, and in close proximity to the others, were not so guarded. In the "tobaccoed" houses the disease was either prevented altogether or was infrequent and of a mild type. Only one was infected, while seven houses were infected among the unprotected, showing a scientific deduction of about eighty-five per cent. of protection.

The investigators expressed the conviction that if the Government spent on tobacco a fraction of the money appropriated for other disinfectants, it would "save the misery and devastation of thousands of houses, caused by the appalling death rate from epidemics." Their investigations further showed that the tobacco destroyed other carriers of germs.

The suggestion is obvious that some similar plan might kill the "cooties" that infest the trenches at the front, if we would save food and send tobacco dust. At any rate it would conserve the lives of many soldiers to give them plenty of smoking tobacco and cigarettes, as is proved by the following incident.

In the cholera epidemic at Hamburg, some years ago, as reported in a prominent medical journal, one of the scientists engaged in investigating the plague bravely took into his mouth a number of live and active cholera germs, lit and smoked a cigar, ejected the saliva on a glass slide and the cholera germs were dead.

Disinfectants may destroy germs without destroying the vermin which carry them, on which subject the "Indian Gazette" says:

"It is a great mistake to attempt the suppression of epidemic according to a general scheme. Every disease has to be handled according to its own special individuality, and the measures to be taken against it must be accurately adapted to its special mode of transmission. In combatting disease we must strike at the root of the evil, and not waste energy and money on subsidiary and ineffective measures."

It has been claimed that tobacconists generally escape in epidemics, and we doubt if an epidemic among the workers in cigar factories was ever heard of.

The subject is a very timely one, as the festive flea usually invades houses in midsummer and the use of tobacco-dust on rugs and carpets is almost as effective against it as the method used by a man in West Philadelphia, some years ago. Someone told him to close the windows tight and spray the rugs with gasoline; and he did. Then he stepped on a match.

Perhaps another incident connected with the same subject and which happened to a personal friend of the writer, may be of interest. To clear a room from fleas, a sulphur candle was placed in a pan and set on a rug, which resulted in a hole being burned in the rug; and a small rug was purchased and placed over the hole. A few days afterward a friend called, and being informed of the incident, said, "What do you suppose I insured your household goods against fire for? Make out your claim for a new rug."

As we said before, these suggestions are not intended to oppose or convert fanatics, but they may reassure some poor doubter, who has been affected by their preachments, cause him to continue smoking, and preserve his life to a comfortable, happy and contented old age, insuring it not only against epidemics but against the worst ailment of declining years, the continual grouch.

G. W. J.

Annual Convention of the Tobacco Association of the United States

The annual convention of the Tobacco Association of the United States was held at the St. Charles Hotel, Atlantic City, N. J., June 27, 28 and 29, and attracted about one hundred and fifty delegates from all parts of the country. There were strong delegations of prominent members from Virginia, which gave fifteen, and from North Carolina, with seven, and from New York and the West. Many interesting reports and addresses were made, of too extensive a sort to admit of review, but which will appear in the annual report in due time.

The officers, who were re-elected by acclamation, are: president, W. T. Carrington; first vice-president, H. E. Spellman; second vice-president, W. T. Clark; third vice-president, W. T. Reed; secretary-treasurer, G. E. Webb.

Regarding Options on Merchandise

By Elton J. Buckley

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SO many business people don't seem to clearly understand what their rights are under an option to buy something, and the loss through not knowing is so considerable, that it may help some if I devote a little time to clearing up the matter.

Some options to buy goods are legal, binding, enforceable contracts, while others aren't worth the breath that it takes to utter them, or the paper they are written on.

I heard a man give another one an option the other day which was as worthless as anything could be. Since both were practical strangers to me, I of course had no call to intrude myself into the matter. Still, I would have liked to.

It seems to me that the two men had been dickering over some merchandise worth about a thousand dollars. Finally, the seller said to the buyer: "I'll name you a price of $1.65 and give you an option on the lot until next Monday morning at ten o'clock. If I haven't heard from you in the meantime, the deal's off."

Doubtless the prospective buyer thought he had something, but he had nothing. That option was not in the least binding and the seller could sell the whole lot five minutes after that conversation with perfect impunity. It was not binding because it is as firmly fixed as the rock of Gibraltar that an option, to be binding, must either be in writing and under seal, or must have consideration. "Under seal" means simply having a symbol after the name which is intended to stand for a seal. Any symbol which is intended for a seal will do, and if there is a seal there doesn't need to be consideration. "Consideration" means that something must be paid for it.

If an option has consideration it can be verbal or written, and there is then no need of a seal. It would have consideration if the buyer in the above case had said, "I'll give you a dollar for an option on those goods until ten o'clock next Monday morning." The dollar would be sufficient consideration. As a matter of fact, almost anything with a value is sufficient consideration.

If there is a seal, or consideration, the option is a valid, enforceable contract, and if the seller parts with the goods in violation of it he is responsible to the seller in damages.

I have met quite a number of cases where somebody would get an option on certain goods for a certain time, and then go out and see if he could sell them at a profit. His idea was, if he could resell them, to exercise his option, but if he could not resell them, to let the option slip. If the option in such a case has not been obtained in a way to make it binding, the buyer may find himself a heavy loser, not only as to the profits he would have made had his resale gone through, but also by having a number of violated resale contracts on his hands, on which, if he does not deliver the goods he has sold, he is liable in damages.

I will give here the form of an option which nobody can break unless he wishes to make himself liable in damages:

Date.....

In consideration of the sum of one dollar, the receipt of which is acknowledged, I hereby sell to .....an option to purchase the following merchandise until ....., at a price of..... (description of merchandise).

Signed,

.....[SEAL.]

There is no need to pay the dollar if the seal is present; I merely included it as a matter of form. An option taken in this form cannot be revoked by the seller before its time, or it cannot be violated without giving cause for action.

One rule about options which is also firmly fixed is that they cannot be taken advantage of one minute after the time has expired. If an option to buy expires at ten o'clock on a certain morning, five minutes after ten is too late. Under the rule in many cases, there is no way of escaping this. I remember one recent case that was fought hard through several courts, but was finally lost by the holder of an option. In that case a manufacturer of fertilizer gave a buyer an option on "700 to 1000 tons of acid phosphate at buyer's option, quantity to be declared August 15, 1915." This meant a flat contract for 700 tons, with the right in the buyer to get 250 tons more if he said so not later than August 15th.

The buyer in this case didn't say so until August 18th. August 15th fell on Sunday, which extended the time until August 16th. Instead of taking advantage of it on that day, the buyer let it go for two days and then said he wanted the 250 tons. But meanwhile the market had advanced and the seller said no. The buyer thought all he needed to do was to exercise his option within a reasonable time, and two days, he contended, constituted a reasonable time. The court said it was not a question of reasonable time; when an option said it expired at a certain time, it must positively be exercised within that time. Read this from the decision:

> There was a sale of 700 tons, with an option permitting plaintiff to demand delivery of an additional 250 tons or any part thereof. It was to be acted upon August 15th, or as that day fell upon a Sunday, the 16th at the outside. It was not exercised on either date, and the right ended.
>
> The letter written by the buyer dated August 16th. it is averred in the affidavit of defense, was not deposited in the mail until August 18th. The option having expired, this letter was in the nature of a new order. It was not accepted by the sellers and their silence did not make a new contract or prevent the expiration of the option.

The sum lost by this buyer because he did not speak Monday instead of Wednesday was $1575.

Tin Cigar Cans May Have To Go

Washington, D. C.

THROUGH the co-operation of tobacco and other dealers, the War Industries Board is effecting large savings in the use of tin without the necessity of placing formal restrictions upon the material. The tobacco manufacturers, it is announced by the board, have just reached an agreement by which black plate will be substituted for tin plate in most tobacco cans, effecting a saving of probably 750,000 base boxes of tin plate per annum.

The board is doing its work effectively by enlisting the co-operation of the men in the affected industries, instead of placing radical and possibly unwise restrictions on the use of tin. Meetings are called by the board at which representatives of each important trade using tin are told of the necessity for economy and asked for advice as to how to get the results desired. Each industry is asked to organize, to consider the problem and submit specific recommendations. These recommendations are digested and sent to everyone in each trade concerned. Conferences are held with those who may not agree with the recommendations so as to get as complete unanimity as possible. A set of recommendations or regulations is then drawn up for each industry and these are enforced by the authority of the War Industries Board.

The various uses of tin by different trades are classified in an ascending scale of importance: First, wasteful uses due to carelessness, ignorance or indifference, due to faulty practice which might be cut off not only without injury to anybody, but rather to the definite pecuniary advantage of manufacturers; second, uses nonessential in character, such as the coating of articles with tin for ornamental purposes solely, which could be cut off without injury to any individual or firm, provided all acted alike; third, the employment of tin for purposes which in themselves are useful and desirable, so that their elimination would involve a certain amount of sacrifice on the part of manufacturers or consumers, but which are in no way connected with the vital needs of the country in relation to the war; and, fourth, uses directly for war purposes.

The first and second uses can and are to be cut off at once. The third use could be curtailed, but that is not desirable, since it would result in a certain disorganization of industry and reduction in economic efficiency and ought to be avoided, if possible. *But the sacrifice will probably have to be made.*

Manufacturers of tin foil and tubes have effected large savings by reducing the tin content and by substitution of other materials for containers, declare officials of the board. A plan has been suggested and is now being perfected for the recovery of a large part of the tin employed in such uses. In addition, large savings are being effected in tin plate, through the dis-

Read Trade Journals

By H. Addington Bruce

Reprinted by courtesy of The Associated Newspapers

YOU are anxious to get on in your chosen calling. You long for promotion. Perhaps, having lagged for some time, you are beginning to feel discouraged. But are you doing all you can to deserve success? Are you, for one thing, making it a point to read and study some authoritative journal of the profession, business, or trade in which you are working?

All truly alert business men read trade journals as a matter of real necessity. They feel it impossible to continue progressing unless they keep abreast of the latest developments in their particular business as recorded in the journals they read.

You, let us suppose, are an electrician—a young, ambitious electrician. Well, there are trade journals especially addressed to you. They are published in your interest, published for the express purpose of helping you to become skillful at your trade.

Do you read any of these journals? Do you even know their names? If you are a plumber, there are other journals of particular value to you as a plumber. Likewise, if you are a hotel clerk, a bank clerk, a salesman, a hardware merchant, a dealer in china, a cigarmaker, or whatever else you may be.

For every vocation there are trade journals—some of them, of course, much better than others. And he is indeed a wise young man who early becomes a subscriber and constant reader of a good journal dealing with his trade.

He will learn from it how other men have won success. Almost every week he will glean something of direct helpfulness in winning success himself. One week he will be specially enlightened by a leading editorial. Another he will profit most of all from a seemingly insignificant item of three or four lines, of peculiar interest to him because it chances to touch a problem with which he is for the moment much concerned.

Or, tucked away in some letter in the trade journal's correspondence columns, he may come across an idea opening new vistas of thought, perhaps a new avenue of opportunity.

Knowing these facts, I would say to any young man: Read the newspapers. Read general magazines. Read good books. All are broadening and strengthening to the mind. But in addition, read at least one good journal especially intended for men in your trade. If leaders in the business world feel they cannot afford to miss trade journals, can you afford it?

WAR CONCENTRATING ADVERTISING VALUES

The world is moving fast and furiously today. We are crowding ten years' worth of living into one. Things are being turned upside down overnight. The public's memory is short normally. With the rapid disappearing of old lines and the advent of new, it is relatively much shorter. The public is resigned to changes, and is less than ever inclined to mourn the disappearance of a familiar product or to waste time searching through the retail trade for a favorite brand. More than ever before it behooves the manufacturer to keep his product prominently before the public, lest it be assumed that this article, too, has given up the ghost.

Note the maintenance of Victor Talking Machine advertising in the face of inability to supply demand. Note the heavy resumption of advertising by the makers of Borden's condensed milk. The New Jersey Zinc Company is spending good money just to tell the public that its product is used in protecting telephone wires. Bauer & Black, manufacturers of surgical dressings, are telling the public that adhesive plaster tape may be used to mend tears in clothing by attaching it to the under side, to mend breaks in rubber, to insulate wire, to mend toys, to provide grips for tennis racquets and golf clubs, to seal fruit jars, to form binders for loose sheets of paper, to stop leaks in metal pipes, etc.

It's the firms which advertise during the war which are going to get the big jump on their competitors when the pistol cracks in that big race for business which follows.—"Public Ledger," July 1, 1918.

RED CROSS TO SEND CIGARETTES TO ITALY

The Red Cross authorizes the following:

One hundred thousand packages, each containing ten cigarettes, will soon be shipped to Italy for distribution among the front-line soldiers, in answer to an urgent cable received at national headquarters from Colonel Perkins, head of the American Red Cross Commission to Italy. Colonel Perkins stated that tobacco was becoming increasingly difficult to obtain, not only in Italy, but in all of the allied countries, while at the same time there was nothing that the soldiers appreciated more.

CONFLICTING TESTIMONY

The new maid was inclined to be a trifle frivolous and take liberties with her mistress' property. The latter was determined to nip the matter in the bud.

"Bridget," she remarked, a trifle severely one evening, "I understand that you had company this afternoon. Who was it?"

"Why," replied Bridget, " 'twas my Aunt Hannah, mum!"

With mild acerbity the mistress remarked:

"Well, Bridget, when next you see her you might mention that she left her pipe and tobacco pouch on the piano in the drawing room!"—Exchange.

GET THIS!

Take notice, the Government is going to raise eight thousand million dollars in tax increase.

Freight rates have advanced twenty-five per cent., making cigars cost us just that much more freight.

The cigarmakers' strike has been settled in New York and Tampa, where they were given an increase of seventy-five per cent. of what they asked for.

We were advised of an advance on one of our brands, and immediately wired an order for half a million at former price and just received answer by wire "Impossible to accept your order for half million at former price." We wired to ship at present price and will have to advance our prices.

Please bear in mind the Government tax, increased labor and freight increase, may raise cigar prices from three to ten dollars per thousand.

The dealer who loads up on cigars at present prices will make money by doing so.

We look for the six-cent cigar to be seven cents in the near future.

We would not be surprised to see fifty cents per pound tax on tobacco, and five dollars per thousand on cigarettes in addition to the present tax.

We are buying all the cigars, cigarettes and tobacco we can get.

Your present prices on pipes are away under today's cost to us.

Advise your friends to buy cigars at present prices.

NOYES BROS. & CUTLER, INC.

June 13, 1918.

We feel that we can add nothing to the above, which we have taken from a recent issue of the "Tobacco Leaf." The author is J. W. Dunnet, manager of the cigar department of Noyes Brothers & Cutler, St. Paul, Minn. Mr. Dunnet issued this letter to his salesmen.

SOUTH AFRICA INCREASES TOBACCO

The estimated production of tobacco in South Africa for 1918 is as follows: Rustenburg district, 4,000,000 pounds; Piet Retief, 1,000,000 pounds; Stockenstroom, 200,000 pounds; Rhodesia, 1,000,000 pounds; Vredefort, 1,000,000 pounds; Swaziland, 100,000 pounds; Nyasaland and outside, probably 1,000,000 pounds; total, 8,300,000 pounds. Of this total 5,000,000 pounds are from the Transvaal. The figures represent an increase in production, but are not a record. The Rustenburg figures are below the normal. These totals were supplied by a conference of tobacco growers recently held in Cape Town.

Cigars are sensitive to odors and will absorb them just as butter does in a refrigerator. A friend put some Havana cigars in a wardrobe and his wife put in some mothballs. The trouble in the family was healed over in the course of time, when she bought him a beautiful lacquered humidor and had it charged to his account.

TRADE NOTES AND NOTICES

This page is devoted to the interests of the trade in general, especially those of our own advertisers.—Editor.

A NEW SUBSTITUTE PACKAGE

The Heywood, Strasser & Voigt Lithographing Company announce to the cigar manufacturing trade that they have secured the manufacturing and selling rights of the Stern Container.

This article is designed to meet statutory revenue requirements, and will be used as a substitute for expensive paper and tin-foil packages. It will save both packing and package expense for the cigar manufacturers, and is made to contain five cigars of any size from the five-for-fifteen-cent type up.

It will also help to introduce the newly priced six- and seven-cent brands.

The container may be lithographed in any number of colors, like cigar labels.

Further information will be cheerfully furnished upon request by the representatives of this concern.

Bayuk Brothers announce that Sumatra sufficient for a year's supply has recently arrived at a Pacific port. This tobacco was purchased by Samuel Bayuk, who made a trip to Sumatra last fall especially to insure a sufficient supply of Sumatra for the factories operated by them for the 1918-1919 period. It is understood that this tobacco, which is used for wrappers, is of the same excellent quality and standard as that used in former years.

Garrett H. Smith, United States representative of the Compania Litografica de la Habana, left New York recently for a visit to the home office in Havana, Cuba.

More than 6,000,000 "Blackstone" cigars, products of the Waitt & Bond, Incorporated, factories, are already in the hands of the Government. This is only one of many brands that the Government is buying. But these items emphasize to the dealer the necessity of making a second and third choice when ordering brands from a jobber. The cigar scarcity is becoming more and more acute with jobbers.

The Arthur Weil Company, in Richmond, is going out of business owing, it is said, to the impossibility of securing a sufficient quantity of the brands they have been handling to warrant a continuance of their concern.

"DON DIGO" AND NEWSPAPER ADVERTISING

The "Retail Public Ledger" for July tells a very good story illustrative of the value of newspaper advertising. It necessarily follows that to obtain lasting results the product must live up to the advertising.

The story as told by the "Public Ledger" is as follows:

Six months ago the H. F. Pent Brothers Company, of Souderton, Pa., cigar manufacturers, decided that on account of conditions in their trade it would be advisable for them to feature the ten-cent size of their "Don Digo" cigar in Philadelphia and endeavor to popularize this product.

Accordingly, they mapped out a plan which called for advertising in four morning and two evening newspapers in Philadelphia, and presented it to the J. B. Haines Advertising Company, in the Bailey Building, for consideration and approval. After investigation, Mr. Haines recommended that the entire appropriation, instead of being split among six papers, and thus allowing of the use of only comparatively small space in each, be lumped in one medium—the "Public Ledger," morning and evening.

"But that," objected Mr. Pent, "would be putting all our eggs in one basket."

"Wouldn't that be better," replied Mr. Haines, "than to distribute your eggs so widely that you would never know that you had any eggs at all?"

After a considerable amount of discussion it was agreed to "try out" the "Public Ledger" in order to see how the campaign pulled.

"On June 1," stated Mr. Haines, "Mr. Pent informed me that he had to stop making every brand of cigar except the 'Don Digo'—that he has added more than 500 new accounts since opening the "Ledger" campaign—that he is sold up to the limit of his capacity and that his men do not, literally, have time to box the 'Don Digos,' but have to send them out in bundles."

The Schulte Cigar Store Company has captured another prominent location in Philadelphia. This time it is in the corner of the Colonnade Hotel at the southwest corner of Fifteenth and Chestnut streets. A long-term lease has been secured together with the exclusive cigar privileges of the hotel.

At the annual convention of the Tobacco Association of the United States, at Atlantic City, the statement was made that the Y. M. C. A. recently placed an order with the Durham factories for eighty million cigarettes. Some of the old cranks can now make eighty million objections.

The Philadelphia Leaf Market

BUSINESS during the last four weeks has been quiet and unsettled. Everybody is waiting to see just how the cat will jump. Jobbers are in the mood where they don't care either to buy or sell, which condition certainly is not financially good for any one, especially as all grades of tobacco are too high for the manufacturer to make any money. The new revenue bill which Congress is now shaping up will further increase the difficulties confronting all cigar firms, and practically force them to again raise the price of their brands. The logical conclusion to be derived is that the consumer will smoke less. There will be less cigars manufactured, and all holders of leaf (even though they paid a high price for their tobacco) will be compelled to dispose of their goods for much less money. This will particularly hit the man or men who have been speculating once too often. The saying that whatever goes up, is bound to come down, will again prove true.

There appears to be a plentiful supply still to be had of filler tobacco. This is particularly true of 1916 Pennsylvania Broadleaf B's. The writer knows of quite a quantity in and around this market. 1917 Pennsylvania, both B's and Tops are changing hands. One can even obtain guarantees as to soundness two and three months from now. All of which proves the present dullness of the market. These conditions may last for several months to come. While the leaf business as a rule slackens off during the summer months, it has slowed up much earlier this year, owing to absolutely uncontrollable factors.

The one grade which can be sold at any time in this or any other market is Binders, no matter what the vintage, size or quality may happen to be. The cry for Binders can be heard from coast to coast, and from the present outlook said cry will continue for some seasons to come. Such a scarcity of Binders has never been known in the tobacco industry.

Of goods offered in this market during the past thirty days, the following is a fair resume:

Some 60 odd cases of 1917 Connecticut Havana Seed Seconds, at 65 cts. M/W. 14% shrinkage, sizes running from 18 inches up.

65,000 pounds of Manila Scrap. The owners considered their holdings scarce and therefore set the price at 38 cts.

369 cases Gebhart B's, at 38 cts. packed weights, graded from 16 to 28 inches, f. o. b. cars Ohio.

89 cases fancy quality Gebhart Fillers, at 25½ cts. A/W. net cash, f. o. b. cars Ohio, mostly long sizes. Quite a few of these cases could be used for B's.

50 cases of old Connecticut Broadleaf Darks, running grades, at 62 cts. M/W. 22% shrinkage.

25 cases 1916 very fine Zimmer Spanish Wrapper grades, 12 to 20 inches, at 42 cts. M/W.

500 cases 1916 bulk-sweated Pennsylvania Broadleaf B's, at 43 cts. A/W. net cash, f. o. b. cars Philadelphia, in grading from 18 to 30 inches.

300 cases 1917 Gebhart B's, at 35 cts. M/W. f. o. b. cars Ohio, grading from 16 to 26 inches.

160 cases of Connecticut Havana Seed Brokes (loose) laid straight in the case, at 25 cts. A/W. f. o. b. cars Pennsylvania, net.

150 cases 1917 Connecticut Broadleaf (hail cut) two sizes, at 32 cts. M/W. 13% shrinkage for the lot, or 40 cts. M/W. for the long grades, f. o. b. cars Suffield, Connecticut.

60 cases 1917 Connecticut Havana Seed, frosted tobacco, at 22 cts. A/W. f. o. b. cars Suffield, Connecticut.

325 cases 1917 Pennsylvania Broadleaf B's, at 36½ cts. A/W.

20 cases of fine quality Pennsylvania Broadleaf B's, at 43 cts. A/W. net cash, f. o. b. cars Lancaster, Pa. Sizes running from 18 to 24 inches, inclusive.

19 cases 1917 Connecticut Havana Seed Brokes, at 31 cts. M/W. 14% shrinkage, f. o. b. cars Connecticut, net cash.

262 cases 1916 Pennsylvania Broadleaf B's, at 43 cents. A/W. cash less 2% or 4 months, f. o. b. Ohio. Grading from 14 to 30 inches.

63 cases 1917 Pennsylvania Fillers, at 32 cts. A/W. This lot was in the force sweat and had a shrinkage of 15%.

40 cases 1917 bulk-sweated Pennsylvania Tops, at 50 cts. A/W. net cash, f. o. b. Penna.; goods guaranteed absolutely sound, graded from 24 to 30 inches.

L. Baco.

A. T. Company Acquitted of Charge of Unfairness

A WASHINGTON, D. C., dispatch on July 3, announced that the Federal Trade Commission dismissed its complaint against the American Tobacco Company, in which it had charged unfair methods of competition in the maintenance of resale prices. There was no evidence to support the complaint.

The complaint, issued April 15, alleged that the company's methods had the effect of eliminating competition in prices among jobbers and wholesalers and that the company had refused to sell to one firm which refused to agree to maintain prices.

Percival S. Hill, president of the company, made affidavit as to his firm's custom in acquiring new customers and dropping old ones. The commission's investigation sustained the defendant's denial of the allegations contained in the complaint, inasmuch as it was shown that the refusal to sell the concern in question was due to this concern's well-known reputation as a price-cutter.

Intelligent and Reasonable Substitution

By G. D. Crain, Jr.

Copyright 1918, by G. D. Crain, Jr.

THE merchant who "substitutes" has always received the condemnation of those who are interested in his selling the things that they make.

It has seemed to them an unfair practice for the dealer to sell the consumer something other than that originally called for.

Of course, no one disputes that it is actual dishonesty to give a customer one thing in the guise of another, or to pretend to supply one thing and actually deliver another. But the merchant who substitutes in that way is the rare exception.

In most cases substitution occurs when the patron inquires about a product which the merchant does not carry in stock, but the equal of which he believes he has under another name. In that case he simply calls the attention of the customer to the product which he does carry, explains its qualities and merits, comparing them, if necessary, to those of the article asked for, and in nineteen cases out of twenty he sells the goods that he has.

That is substitution, but it is intelligent, reasonable substitution, and the only thing for the merchant with common sense to do. It would be folly for him to say to an inquirer, "No, we haven't the item you asked for; I suggest that you go two blocks north, to the store of my competitor, and try there; I think they have it."

The war has emphasized one thing especially, and that is the absolute necessity of studying substitutes and of stocking with them, and of putting them across the counter in such a way that they will be acceptable to the consumer. That is where the intelligence of their handling comes in.

There are a great many articles formerly widely distributed that are no longer available at any price. War demand has taken them out of the market. The public must still be supplied, and the only way to do it is by means of substitutes, properly selected by the merchant, and properly exploited by him in his dealings with his own trade.

Because of the necessity for widespread substitution, it is important that each store explain the situation to its salespeople and to the public, so that it will be understood that the absence of the old familiar brands, or the use of new materials in the old products, will not be misunderstood.

Of course, the public knows in a general way that many materials are scarce and hard to get. It knows, for instance, that the requirements of shoes for soldiers and sailors has tightened up the leather market and tended to encourage the use of satisfactory substitutes in the manufacture of shoes. It understands that linen and, in fact, all textile goods are short, and that materials are being used for certain purposes that would not have been applied in that way before the war. Hence it is only a short step to show a particular customer why the merchant has had to provide one item for another which is no longer available, or which is in scanty supply.

The proper explanation of the product involves more than the stereotyped answer, "It's on account of the war." That is true, so far as it goes, but it is no longer a satisfactory explanation to the customer.

The dealer who instructs his salespeople with reference to the changes in stock that he has been compelled to make insures having the situation presented correctly to his trade. A reasonable explanation of the conditions likewise makes a good impression on the customer, and makes him feel that he is dealing with a store which really understands the situation and is doing everything that it can to protect the interests of its patrons.

Furthermore, there has been an undercurrent of feeling among a not inconsiderable portion of the public, which has been inclined to believe that certain merchants were endeavoring to make use of the war as an excuse for selling substandard goods, and to take a long profit on inferior merchandise. This has made it necessary that every substitution of one product for another, or one grade for another, be accompanied by an explanation that covers the situation, and provides a reason rather than an excuse for the change.

Every retailer knows that it is far better, from the standpoint of sales cost, good will and other factors of this kind, to continue to sell the old, reliable brands, with which his customers are familiar and which they accept without question, because they have been in use for years and have given satisfaction. The moment he brings something else in in their place, he raises a question in the mind of the customer. Why? That "why" must be answered to the satisfaction of the purchaser, instead of merely evaded by the threadbare excuse that war conditions have made it necessary.

As indicated above, substitution of the right kind is often the best possible merchandising. At present it represents service to the public, since it means taking advantage of market possibilities to the utmost, and giving customers next to the best, if the best is no longer to be had. It means scanning the available supplies, and selecting for stock a great many items which in other days might have been undesirable, but which at this time represent the best that can be offered to the trade.

Present-day substitutes, which are filling places formerly occupied by other merchandise, are likely to assume permanent positions, if they make good in service. The merchant therefore has a responsibility in the selection and in the study of the satisfaction that he renders. He should continue to study the field and investigate available goods, so that he can substitute with real intelligence, feeling that he is giving his customers the best that can be had under the conditions.

Handled in that way, substitution is a science which demands and employs the best possible knowledge of merchandise and merchandising.

In Re General Crowder's "Work or Fight" Order

Tobacco Merchants' Association Bulletin

JUDGING from the inquiries that we are constantly receiving in regard to the "Work or Fight" order recently issued by General Crowder, there seems to be considerable uneasiness in the tobacco trade as to the probable effect of the order upon the tobacco industry, and hence it is deemed advisable to issue the following statement.

At the outset, it may be said that there seems to be a general impression that the "Work or Fight" order applies only to *Non-Essential Industries.* This impression is clearly erroneous.

The General has made no reference in the order or regulations to *Non-Essential Industries.* The order applies equally as well to *Essential* as it does to *Non-Essential Industries.* It covers only *Non-Productive Occupations* or *Employment,* whether in *Essential* or *Non-Essential Industries.*

Thus, Section 121 B of the regulations recently issued by General Crowder reads that

> "Whenever, after July 1, 1918, any registrant in Class I, II, III, or IV, . . . may be found, . . . to be an idler, or to be engaged in any occupation or employment defined and described in these Regulations or any amendments thereof *as a non-productive occupation or employment,* such Local Board shall, by notice as hereinafter prescribed, notify him, etc., etc."

and in Section 121 K, the term *"non-productive occupation or employment"* is defined as follows:

> " . . . and all registrants engaged as follows are to be considered by Local and District Boards as engaged in non-productive occupations or employments:
>
> (a) Persons engaged in the serving of food and drink, or either, in public places, including hotels and social clubs;
>
> (b) Passenger-elevator operators and attendants; and door men, footmen, carriage openers, and other attendants in clubs, hotels, stores, apartment houses, office buildings and bathhouses;
>
> (c) Persons, including ushers and other attendants, engaged and occupied in and in connection with games, sports and amusements, excepting actual performers in legitimate concerts, operas or theatrical performances;
>
> (d) Persons employed in domestic service;
>
> (e) Sales clerks and other clerks employed in stores and other mercantile establishments."

In Section 121 L the regulations further provide:

> " . . . The designation and definition of non-productive occupations and employments contained in the foregoing Section 121 K may be extended by Regulation from time to time as necessity may require so as to include persons in other occupations or employment; *but for the present and until such extension by Regulation, no occupation or employment not included in the list or description of occupations and employments in the foregoing Section 121 K may be held by any Local or District Board to be a non-productive occupation or employment* unless a ruling as to whether or not a doubtful occupation or employment is to be considered as non-productive is first obtained from the Provost Marshal General in the manner prescribed in Section 25."

In subsequent instructions issued by General Crowder a few days ago, the General makes the following statements. (We are quoting only such parts as may be especially applicable to the tobacco and allied industries):

> "The regulations provide that sales clerks and other clerks employed in stores and other mercantile establishments are engaged in *non-productive* employments, but this *does not include store executives, managers, superintendents, nor the heads of such departments as accounting, financial, advertising, credit, purchasing, delivery, receiving, shipping* and *other departments; nor does it include traveling salesmen, buyers, delivery drivers, electricians, engineers,* nor any employees doing *heavy work* outside the usual duties of clerks.
>
> "However, 'sales clerks and other clerks' include the clerical force in the office and in all departments of stores and mercantile establishments. The words 'stores and other mercantile establishments' *include both wholesale* and *retail stores,* and mercantile establishments engaged in selling goods and wares."

Attention is also called to the following regulations for the guidance of the Local Board:

> "The following grounds shall be accepted by Local and District Boards as reasonable excuse for temporary idleness or for being engaged in a non-productive occupation or employment:
>
> (e) Where there are compelling domestic circumstances that would not permit change of employment by the registrant without disproportionate hardship to his dependents; or, where a change from a non-productive to a productive employment or occupation would necessitate the removal of the registrant from his place of residence, and such removal would, in the judgment of the board, cause unusual hardship to the registrant or his family; or, when such change of employment would necessitate the night employment of women under circumstances deemed by the Boards unsuitable for such employment of women, boards are authorized to consider any or all of such circumstances as reasonable excuse for non-productive employment."

The Importance of Registering Trade Marks

(An Editorial in "Printers' Ink," from the issue of April 25th.)

MUCH of the litigation that arises incident to the infringement of trade-marks could be avoided if proper publicity were given to marks at the time of their registration. When a clash of trade-mark interests occurs, it causes much trouble and often engenders bad feeling among competitors who had been friendly rivals. If there is anything that can be done to prevent this antagonism, it is worth undertaking.

It should be remembered that it is only occasionally that trade-marks are infringed deliberately. Frequently the infringement is no more than an honest difference of opinion as to who has prior rights. More often it is due to the infringer not knowing that any one else has been using the mark. He is quite ignorant of the fact that he is encroaching on another's property. The chances are that if the one who was trespassed had taken pains to advertise the ownership of the mark, his property would not have been transgressed.

In probably the majority of cases where the trade-mark examiner finds it necessary to declare an "interference," the party making the application to have the mark registered did not know that a same or similar mark had already been appropriated. An interesting and instructive example of this kind happened recently. Schwarzenbach, Huber & Company, of New York, in lately seeking a registration for the word "Society" as a brand for silk piece goods, found that the Rice Stix Dry Goods Company, of St. Louis, had registered this name in 1915. It seems, however, that the New York firm has been using the name on silk ever since 1912. It is true that the concern used it in only a crude way, merely marking the name on the wrapper with a pencil instead of printing it on the label. The Court of Appeals held that this was immaterial. The name had been used sufficiently to establish Schwarzenbach, Huber & Company's common law right to it and to make it a valid trade-mark.

One other complication arose in this case. The Rice Stix people thought that they acquired the mark from one Duncan, when he assigned to them in 1914. It appears that Duncan & Stenz used the "Society" brand in 1904 and 1905, but shortly afterwards dissolved partnership. The business was abandoned and with it this brand. Of course a trade-mark cannot be carried, conveyed or assigned as a separate piece of property, independent of the product or the business to which it belongs. So also does the property right in a mark cease when it is not in continuous use.

The court affirmed the decision of the Commissioner of Patents allowing the New York company to register the name. This is a typical illustration of how a firm can innocently and needlessly drift into a lot of trade-mark trouble and expense. The incident is a striking example of why a name should be advertised when it is registered. When a mark appears to be entitled to registration, the Patent Office publishes it in the Official Gazette at least once and not later than thirty days before the date of registration. This is supposed to give anyone thinking he has a right to the mark a chance to file a notice of opposition.

As a matter of fact, the Gazette does not always reach those who may be interested. Opposition may develop long afterwards, as the Rice Stix Company has discovered. If this St. Louis dry goods house had advertised widely to the trade in 1915 that it had registered "Society" as a trade-mark for silk, other claimants to the name, if there were any, would be likely to have come forward at once. If the court then recognized the prior rights of one of these claimants, Rice Stix would have been saved the expense and the embarrassment of promoting a brand for two or three years and then being obliged to abandon it. A few hundred dollars put into this kind of advertising would have turned out to be a very profitable investment.

If the advertising developed no claimants, it would solidly establish the fact in the trade that "Society" was the property of Rice Stix. This would not only win good will for the new brand, but it would let the whole industry know that the name had been appropriated and that others might as well keep their hands off.

If the registration of trade-marks was advertised in this manner it would also tend to prevent their deliberate piracy in case some one was disposed to do that. The more generally the identity and the ownership of a mark is known, the harder it is to pirate.

Revenue Report of the Ninth District

The report for the month of June in the Ninth Pennsylvania Revenue District, of the output of cigars, shows a loss of about a million compared with the output in May, more than five millions compared with June, 1917, but three millions more than the output of June, 1916.

The greatest reduction was in goods which sell below four cents, showing the increasing difficulty of continuing the manufacture of cheap cigars, on account of the high wages paid to cigarmakers and the advancing cost of tobacco. Cigars selling from four to seven cents are about holding their own in output, with almost uniform figures for the past four months, and June, showing a big decline in total production, shows a large increase in these grades over October, or 52,287,000 against 47,471,780.

The output of cigars selling at or above seven cents shows about the same figures in May and June, with a general rising tendency since October.

WD C
TRADE MARK

The Importance of Getting The Full Retail Price

SEVENTY-FIVE cents is a fair retail price for a good French Briar pipe. The retail merchant who asks less is not just to himself.

Pipe smokers will pay 75 cents or more. Men who buy pipes know conditions. They know that all materials cost more—that labor costs more. They are earning more and can afford to pay their share of the added cost.

Every jobber, every jobber's salesman, should advise his retail customers to get full value for the pipes they sell.

The retail merchant who sells the well-known, well-advertised W. D. C. pipes will have no trouble getting 75 cents for all regular pipes formerly sold at 50 cents, and increased prices on all other briar pipes in proportion.

The retailer is entitled to his full and fair profit.

WM. DEMUTH & CO.
230 Fifth Avenue—New York
World's Largest Pipe Manufacturer

Our New Jersey Friend

Washington, D. C.

TAXES that will hit the tobacco industry hard are provided in a bill which has been introduced into the House of Representatives by Congressman Parker, of New Jersey. Under the terms of this bill, manufacturers of tobacco, containers, etc., would be called upon to pay a new tax, the bill proposing that "there shall be levied, assessed, collected, and paid upon all manufactures sold by the manufacturer or producer a tax equivalent to three per centum of the price for which so sold."

The business would be further taxed, perhaps to an extent heavier than any other industry, by section 2 of this bill, for Mr. Parker thinks that advertising should be made to produce revenue for the Government. In this section he would have "levied, assessed, collected, and paid, a tax equivalent to three per centum of the amount paid by any person, corporation, partnership, or association to any other person, corporation, partnership, or association for advertising or advertising space."

If Congressman Parker's recommendations were permitted to prevail, the tobacco dealers of the country, already overburdened with taxes, Federal, State and local, would be compelled to pay annually large sums of money on the newspaper space they occupy with their advertisements, on the posters they use on billboards and for distribution purposes, and further, they would have to absorb the advertising tax paid by the manufacturers in announcing in the trade press, through circular matter, in the newspapers and popular magazines, their products. Such tax would very naturally be assessed against the retailers of the advertised products, for the tax would become part of the overhead expense of the manufacturers.

The third section of the bill provides for the assessment of duty in the amount of ten per cent. ad valorem, additional to all duties now provided by law, on all tobacco imports from foreign countries into the United States or any of our possessions, except the Philippines, Guam and Tutuila, and where merchandise is admitted free of duty the assessment would be ten per cent. ad valorem.

The bill has been referred to the House Committee on Ways and Means, which has just completed hearings in advance of the preparation of a new revenue law. It is not contemplated yet to place a tax on necessities, and the enactment of the Parker bill would mean the placing of a three per cent. tax on bread and other foodstuffs, clothing and other necessities, as well as on luxuries.

C. L. L.

Switzerland imports tobacco from the United States, Dutch Indies, Italy, British India and Brazil. No mention is made in consular reports of Cuba.

A London correspondent of the Associated Press writes that on account of the scarcity of matches, even the fashionable clubs are using oil lamps with wooden cigar lighters in a glass of sand, or paper spills. Relief from the United States is looked for when cargo space becomes available.

The Universal Tobacco Leaf Counter. It counts only the Stripped Leaves and any number—from 20 to 80.

The Universal Tobacco Leaf Counter attached to a Model "M" Universal Tobacco Stripping and Booking Machine.

Over 750 Progressive Cigar Manufacturers are convinced that the

Universal Tobacco Stripping and Booking Machine

DOES HELP INDUSTRY

Universal Tobacco Machine Co.
79 Fifth Ave. - - - N. Y.
Factory: 98-104 Murray Street, Newark, N. J.

Reprint from JUNE 1ST, 1918, TOBACCO WORLD

Machinery Will Help Industry

THE enormous expansion of the tobacco industry at this time, together with the growing labor shortage, indicates that the time is not far off when the entire trade will begin to take a real interest in the use of facilitating devices for producing the various tobacco products.

The field for the development of tobacco machinery is unlimited, but there are at present a great number of successful labor-saving devices on the market. The thorough and complete investigation of such equipment will prove of advantage to every manufacturer who desires to keep his production as near normal as possible in these strenuous times. Every manufacturer whose growing stream of orders exceeds his ability to fill them will want to make use of every possible method of meeting the demand. The manufacturer who keeps his brand before the trade through judicious advertising, and before the public through the meeting of the demand for his goods, will be in a position to reap a great business harvest at the close of the war.

While there are difficulties to be experienced in securing needed equipment for factory production, nevertheless it is not too soon to begin to investigate and place orders for such devices as meet the requirements.

The United States will eventually astonish the world with its quantity production, made possible, entirely, through the use of machinery. The tobacco industry, which has been tardy in advancement along mechanical lines, will be compelled to adopt new methods of production in order to meet the demand. These new methods will consist largely in the use of facilitating devices.

Two of the largest cigar concerns in this country are already using practically all of the successful types of machinery that have been introduced for the production of cigars. The sale of their products is steadily moving forward which disproves the argument that cigars, made with facilitating devices, will not hold up in the market. Further, these devices are being used in the production of high-grade cigars, the sales of which are steadily growing.

Everything that is happening in the United States today tends to prove that we are totally unprepared for the enormous expansion of our industries which is taking place. We cannot believe that this expansion is temporary. Certainly, it is not true of the cigar and tobacco industry, which faces a demand for its production unequalled in its entire history.

It is not too much to say that the manufacturer of machinery for the cigar and tobacco trade will find a ready sale for his products today among the progressive manufacturers of tobacco products. Mechanical devices is the surest and quickest answer to the call for increased production.

For the Progressive Manufacturer

A LEAF counter has been added to the facilitating devices now on the market. This bit of equipment counts only the stripped leaves and in any number (from 20 to 80) to the pad. This device is attached to stripping machines, and will doubtless prove a popular addition to labor-saving devices used in the tobacco industry. Its price is within the reach of all. The manufacturers state that a large number of orders have already been booked.

44

LIPSCHUTZ'S 44 CIGAR
ADLON 10c CIGAR

The achievement of the Lipschutz Standard in cigars represents twenty-five years of close co-operation with the *trade* and the *consumer;* it is the result of an ideal that cannot be satisfied with anything short of perfection, and the result is a nation-wide prestige.

Through the growth of public approval the consumption of cigars made by the Lipschutz Standard is increasing every year.

The "44" oval products are marketed under a name that carries with it a responsibility for quality.

"44" Cigar Co., Philadelphia

"The Cigar that holds the confidence of the smoker pays retailers best"

This is the brand that is leading the trade everywhere to a full appreciation of the value of standard made cigars

The **"CHARLES DENBY"** satisfies the smoker because it is good, and the merchant because it sells.

H. FENDRICH, EVANSVILLE, IND.
Makers of good cigars for over 67 years

NOTES AND COMMENTS

DON'T be a pessimist. But when you start out for a day's pleasure, it is safe to make an allowance for discomfort and disappointment.

A young blood went into a café in Eldorado the other day, Rolla Clymer reports, and, pointing to the first item on the menu, asked the waiter to bring him some of that. "Sorry," said the waiter, "but the orchestra is playing that."—"Kansas City Star."

The question whether girl clerks in cigar stores will be a success is not a subject for snap judgment. The right ones will be successes and the wrong ones will be failures, and the same has always been true of male clerks.

That Southern labor is taking advantage of circumstances, is indicated by reports from the tobacco fields, that it is rendering the smallest service possible for the 100 to 300 per cent. increase in wages, and takes a holiday of a day or two each week for rest and recreation. The Southern laborer has never been accused either of overwork or hoarding.

Tobacco reports to be issued during 1918-19, by the Bureau of the Census of the United States Department of Commerce will be made of leaf tobacco held, as follows: July 1, about July 29; October 1, about October 29; January 1, 1919, about January 29; April 1, 1919, about April 29.

If a man contradicts you, pity his ignorance and keep quiet. He has the last word, but you have shut off his hot-air tank, and he suffers. Same thing with a woman.

A Paris dispatch dated July 1, stated that the French Under Secretary of State for the Finance Department has classed seven-cent cigars as luxuries and six-cent cigars as necessaries, in suggesting methods of introducing a tobacco ration, and that the ration scheme should apply only to the sale of the cheaper grades of tobacco, cigarettes and cigars. The French Cabinet has approved the principle of rationing tobacco.

The French Government has renewed the embargo of May 14, on the exportation of tobacco of all kinds, to the United Kingdom, the United States and other allied countries, but applications may be made by French exporters for individual permits to make shipments.

(Being lines written on the hottest day of the week.)

O Moisture warm and trickly,
That runnest down my brow!
O hives, O heat that's prickly!
O mercury! O wow!
O atmosphere that's sickly!
O fierceness of the Now!
O waiter, bring me quickly
A glass of—ah!—Here's how!
—From the Cleveland "Plain Dealer."

Made with
Good Judgment

The judgment that comes only from many years of successful cigar making—backed by the large resources which are needed these days to keep up the quality month in and month out.

Advertised with
Good Judgment

Tom Keene advertisements appear in leading newspapers the country over. This advertising is put into commanding space. It is continuous. It appeals to the Good Judgment of those who see it.

Retailed with
Good Judgment

Sold by dealers from coast to coast whose own Good Judgment tells them that stable business can only be built on staple merchandise.

Bought with
Good Judgment

by an unusually loyal group of smokers who have found out that TOM KEENE is all that he claims to be.

One box that Good Judges always place on top of the counter contains

6c **TOM KEENE** 6c

The Cigar made with good Judgment

STICK TO Cinco - IT'S SAFE

The smokers who buy and the dealers who sell 200,000,000 Cinco Cigars a year appreciate the protection of a brand manufactured with 68 years experience and with the most painstaking consideration for quality – and quality alone

EISENLOHR'S Cinco CIGARS

6 cents - *to preserve the quality*

THE GRAND OLD CHEW

CLIMAX

PLUG TOBACCO

P. Lorillard Co.

Business Established 1760—158 years ago.

We furnished tobacco for the soldiers of the

Revolutionary War (1775—1783)
War of 1812 (1812—1815)
Mexican War (1846-1848)
Civil War (1861-1865)
Spanish War (1898)

and are now furnishing

Climax Plug "The Grand Old Chew"

to the soldiers fighting for the

Liberty of the World.

Notes and Comments

The United States consul at Bahia, Brazil, estimates the tobacco crop of Bahia at a half million bales of about 165 pounds each, of excellent quality.

An old maid who died in Chicago left $21,000, to provide a fund to be used in defraying the expenses at George Washington University, of white students who have never used tobacco or liquor, whose parents never engaged in the vending of either, and the students must sign a total abstinence pledge. That seems like wanting a whole lot for a little money.

At a recent meeting of the Executive Committee of the Cigar Manufacturers' Association of the United States, it was decided to use black metal for packages on request of the War Industries Board, for the conservation of tin. The parchment-lined fiber cigar can would seem to meet the question. All tin foil should be saved and sent to the nearest Red Cross Station.

At the annual meeting in June of the Danville Tobacco Association an exhaustive review was given of the tobacco conditions in Virginia and the Carolinas. The average for 1917 showed an increase of more than five and three-quarter million pounds over 1916, and the average price was $13.47 per hundred more than in 1916, giving the farmers about six million dollars more. The crop was one of the best raised in many years.

The "Wisconsin Tobacco Reporter" says that in view of the prices already offered for the 1918 crop, the farmers, in some localities, have commenced to plow up their hay fields, where the crop has been gathered, and plant the ground yet to tobacco. It has been many years since transplanting from the beds to the fields has been completed in June. An increase of at least twenty per cent. in acreage over recent years, is estimated.

The United States Post Office Department announces the conclusion of a parcel-post convention with the Society Islands. The new service was started June 1, with the usual Postal Union limitations on size and weight of parcels accepted for transmission. Postage must be fully prepaid at the following rates: In the United States, 12 cents a pound or fraction thereof; in the Society Islands and their dependeneies, 2 francs for every parcel not exceeding 3 kilos (6.6 pounds), and for every parcel weighing between 3 and 5 kilos (between 6.6 and 11.2 pounds), 3.50 francs.

THE PIPE OF PEACE

What is the magic
of a corncob pipe?
No matter how peevish or
irritable my husband may
be, when he is smoking his
Missouri meerschaum he will do
anything I ask. Couldn't something
about corncob pipes be put in the
marriage ceremony?
—Ann Dante ("Evening Public Ledger").

THE RESERVES

THE BIG DRIVE of HIGH PRICES is coming! Are you prepared, Mr. CIGAR DEALER, to meet it? Have you strengthened YOUR LINES, organized your RESERVES, and placed your forces to safeguard YOUR BUSINESS?

Do you fully realize that MANILA CIGARS now coming in millions to the market are particularly adapted to meet the INVASION OF HIGH PRICES?

QUALITY MANILAS offer excellent values to smokers at five, six, seven, eight, ten, twelve and fifteen cents, or at four-for-a-quarter, two-for-fifteen cents, or three-for-twenty cents. The odd-cent cigar, the five- and the ten-cent cigar, or the popular combinations, may be easily picked from the wide range of shapes and sizes imported from Manila.

There is Profit in Manila Cigars

List of manufacturers and distributors on application

MANILA AD AGENCY :: 546 West 124th Street, N. Y.

Just the place for
TOBACCO MEN

HOTEL LEMARQUIS

12 EAST 31st STREET, (4 doors from Fifth Avenue)
NEW YORK CITY

In the heart of the Wholesale District, two blocks from Pennsylvania Station; five minutes from Grand Central Station.

The most central American plan hotel in the city. Rooms with private bath and meals from $3.50 a day, or from $2 a day without meals.

Illustrated booklet and guide map of New York sent on request if you mention Tobacco World. Address John P. Tolson, Mgr.

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.
To Dealers:
Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.
P. B. GRAVELY TOBACCO CO. DANVILLE, VA.
DEPT. A

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES

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New York Offices, 5 Beekman Street

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Meeting 1st Thursday of each month at Masonic Temple, 310 Lenox Ave., New York.

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Meeting 4th Tuesday of each month at Hotel McAlpin.

Lancaster County Notes

THE weather has been very favorable to tobacco growing in Lancaster County, and the growth of the first planting, done in the latter part of May, gives promise of a record yield. Nothing has happened to hinder the growth of the growing plants, and the fine weather has enabled the farmers to keep up with their work, notwithstanding the general shortage of labor.

Tobacco growers, in view of the high prices obtained for the 1917 crop, have planted all, and perhaps more than they will be able to handle successfully, but they are making a strong effort for a large increase, and also to give unusual care to the cultivation to insure high quality.

As the dealers have proceeded with examination of the 1917 crop, they have found less black rot than was anticipated from the earlier inspection.

While the losses from severe hail storms were severe last year to the growing tobacco, some of the prominent insurance companies are actively seeking business through advertising and by agents. This is highly gratifying to the growers, in view of the high prices prevailing. No doubt the insurance companies are after a dividend on this prosperity as well as to recoup their losses, but that point may be settled between the insurers and the insured. Considering the large risk, the rates asked are said to be very reasonable.

The large cigar factories have plenty of orders and tobacco to supply them, but find great difficulty in securing cigarmakers; and labor and tobacco both being high, buyers are rather shy of paying the increased prices that the manufacturers must necessarily obtain. At that, there have been an unusual number of new factories authorized in the Ninth Pennsylvania Revenue District.

Some help in the fields is promised by the recent action of the Lancaster Chamber of Commerce, when a plan was devised whereby the merchants will aid the farmers in putting away their crops, by giving store clerks vacations with pay, to aid in the harvests.

DRAWBACKS ALLOWED

Drawback has been allowed by the Treasury Department on "Pals" brand cigarettes, manufactured by Frishmuth Brothers & Company, Incorporated, Philadelphia, with the use of imported cigarette paper, and on cigarettes manufactured by Schinasi Brothers, New York City, wholly or in part with the use of imported tobacco.

The department has also issued drawback against cigars manufactured by H. Anton Bock & Company, New York City, in part with the use of imported tobacco, and on cigars manufactured by G. W. VanSlyke & Horton, Albany, N. Y., in part with the use of imported Sumatra wrapper and Havana filler tobacco.

C. L. L.

The "Western Tobaco Journal" states that a new tobacco factory will shortly be opened in Louisville, Ky., financed by Eastern capital, the stock being placed at $200,000. Details will be announced as soon as the location is made.

Stop! Look! Listen!

This is the psychological moment for you to begin to use domestic wrappers. The condition of the imported wrapper market is dangerous. If you don't look out you will work another year for nothing, or perhaps at a loss.

$1.85 per pound duty; labor higher than ever; fillers and binders higher than ever; and imported wrappers dangerously high; these facts spell---NO PROFIT FOR YOU---unless you use

Connecticut Shade Grown or Georgia and Florida Wrappers

American Sumatra Tobacco Company
142 Water Street, New York

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

JOSE F. ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 18 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

H. NEUBERGER COMPANY
Incorporated
130 Water Street
New York
IMPORT EXPORT
LEAF TOBACCO

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306 NO. THIRD STREET, PHILADELPHIA

Specific Leaf Tax Urged

(Continued from Page 8)

five per cent. of wrappers. This fact is cited merely to illustrate some of the difficulties that would be encountered in any attempt to fix the actual value of a bale of tobacco by so-called expert examination.

"If, in the wisdom of your committee, it is absolutely essential that an import duty shall be levied upon leaf tobacco, which it is not our purpose to discuss at this time, we earnestly urge you to make the rate specific in order that honest importers and manufacturers may be guarded against the results of fraudulent invoicing. We would further draw attention to the fact that under normal conditions an increase in the specific duty amounting to any given percentage would produce considerably more revenue than an equivalent of ad valorem increase.

"We yield to no trade in patriotism or public spirit, and we beg to assure you that these representations are made, not for the purpose of avoiding the imposition of a burden, but rather in the interest of the revenue. We are absolutely sincere in the statement which we here solemnly make that any ad valorem increase in the customs duties on tobacco at this time will be fraught with the gravest consequences to our industry and to the revenue derived by the Government therefrom."

C. L. L.

A HUN MIXTURE

"Printer's Ink" says that an "Indignant Reader" wrote to the editor of the "Westfalische Zeitung" not long ago as follows:

"The other day I ventured to make an analysis of three species of tobacco which had cost me from twenty to twenty-five marks ($4 to $5) per pound. I found them to consist of cabbage leaves and stalks, eggshells, straw, scraps of India rubber, plaster of paris, horsehair, string, goose pluckings, felt and other indefinable substances. Of actual tobacco the mixture contained less than one per cent. And German authorities are permitting this strange concoction to be advertised as 'fragrant war smoking-mixture.'"

CIGARS AS PREMIUMS

There is hardly anything a man appreciates more as a premium than a good cigar—as a furnishing goods dealer has successfully demonstrated.

He had "smoke cards" printed, around the margin of which were fifty stars. Every purchase totaling $1 entitled the ticket-holder to one star on the card and one of the stars was punched. Every star so punched represented the amount of five cents in tobacco, cigars or cigarettes. An arrangement was made with a nearby tobacco store whereby these tickets could be redeemed for goods in trade. On all purchases of less than $1 the purchaser was given a small red ticket for each twenty-five-cent amount—four of these tickets being later redeemable for a star on the smoke card.

The plan worked to great advantage for this dealer and was an excellent means of drawing new trade and holding old customers.—"Moos Trade Tips."

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

FOR SALE—SHORT FILLER SCRAP, made from all Ohio tobacco, price 30 cents. Also have fine lot Dutch tops for sale. Will buy low grades of all kinds. C. C. Ehrhart, Versailles, Ohio. Factory No. 9, Tenth District.

FOR SALE—Twenty-four Miller, DuBrul & Peters suction tables, in perfect condition. For a quick sale a very low price will be accepted. Address Box 151, "The Tobacco World."

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

WANTED

WOULD LIKE TO CORRESPOND with manufacturer to make arrangements to locate a cigar factory in a town where there are no other cigar factories, but plenty of cigarmakers. Address E. R., care of "Tobacco World."

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made.
J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

Address Letters Correctly

Washington, D. C.

LOCAL business men are complaining that the failure of out-of-town correspondents to place their street address upon letters is causing a great deal of inconvenience and delay and, especially in the case of important matters, is resulting in considerable trouble.

Since the beginning of the war the population of the city has been greatly increased, thousands of persons now living here whose names are not in the city directory. In addition, the local post office has lost a large number of its experienced employees and has been forced to take on, in all capacities, not only men unfamiliar with the routine, but men from outside towns who are not familiar with the city and its best-known names.

There are now between thirty and forty men in the local postoffice who do nothing but look up addresses for letters on which the street address does not appear. The searching section of the office is literally swamped with such matter and delays naturally follow. Even in the case of the most widely known firms in the city, letters not showing the street address are sent to this section.

The situation that prevails here exists, to a lesser extent, in every large city in the county. There is but one way to avoid the delay and inconvenience incident to having the searchers handle letters, and that is to put the entire street address on envelopes—the full name of the person to whom addressed, the street and number of his location, and the city and State should be placed on every envelope, even though addressed to a destination within the city of mailing.

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

TURKISH CIGARETTES
CADO COMPANY, INC.
145 Lafayette Street - New York City
BRANDS: Fifty-Six - - - - - 10 for 25c
Cado - - - - - - 10 for 15c
Water Lily - - - - - 20 for 15c

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.
LIVE DISTRIBUTORS WANTED

Advertise Your Brands
in
The Tobacco World

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau,

5 Beekman Street
NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

NILES & MOSER'S OLD STYLE:—40,674. For cigars. May 6, 1918. Wayne Cigar Co., Detroit, Mich.

FLOR DE ANDERSEN:—40,690. For all tobacco products. June 12, 1918. American Litho. Co., New York City.

JOHN T. REES:—40,691. For cigars, cigarettes, cheroots, smoking and chewing tobacco and snuff. June 13, 1918. El-Rees-So Cigar Co., Greensboro, N. C.

TRIANON:—40,692. For cigarettes. April 12, 1918. E. T. Guino, New York City.

GLORIA DE GUEDALIA:—40,693. For all tobacco products. June 18, 1918. Guedalia & Co., New York City.

COURT OF APPEALS:—40,694. For all tobacco products. June 20, 1918. Steffens, Jones & Co., Inc., New York City.

BRO. BERTRAND:—40,695. June 17, 1918. El Draco Cigar Mfg. Co., Philadelphia.

HENRI DUNANT (FOUNDER OF THE RED CROSS):—40,696. For all tobacco products. June 22, 1918. American Litho. Co., New York City.

PIGLY-WIGLEY:—40,698. For cigars, cigarettes, cheroots and tobacco. June 24, 1918. Heywood, Strasser & Voigt Litho. Co., New York City.

GORDON (IN DIAMOND):—40,699. For pipes and smokers' articles. June 25, 1918. Samuel Gordon, New York City.

GRANDOVER:—40,700. For all tobacco products. June 20, 1918. American Litho. Co., New York City.

JOYA DEL GARCIA:—40,701. For all tobacco products. June 20, 1918. American Litho. Co., New York City.

REY DEL GARCIA:—40,702. For all tobacco products. June 20, 1918. American Litho. Co., New York City.

GARCIA BELLA:—40,703. For all tobacco products. June 20, 1918. American Litho. Co., New York City.

ARMAS DE GARCIA:—40,704. For all tobacco products. June 20, 1918. American Litho. Co., New York City.

QUEEN GARCIA:—40,705. For all tobacco products. June 20, 1918. American Litho. Co., New York City.

TWIN-PLEX:—40,707. For all tobacco products. June 26, 1918. American Litho. Co., New York City.

"777" THREE SEVENS:—40,708. For all tobacco products. May 31, 1918. The Shields-Wertheim Co., Cleveland, O.

SKYLAND:—40,711. For all tobacco products. June 8, 1918. American Litho. Co., New York City.

QUEEN NITOCRIS:—40,713. For all tobacco products. May 17, 1918. Andrew Petrakis, Seneca Falls, N. Y.

LA TRENCHA:—40,715. For cigars, cigarettes, cheroots and tobacco. June 18, 1918. Galba Cigarrito Co., S. M. Jackson-Jacobs, New York City.

FAIR-WAY:—40,716. For all tobacco products. July 1, 1918. The Progress Cigar Co., Cincinnati, O.

CAMP LEWIS:—40,717. For cigars, cheroots, stogies, cigarettes and tobacco. July 1, 1918. F. M. Howell & Co., Elmira, N. Y.

TRANSFERS

HONEST YANKEE:—27,956 (Tob. Leaf). For cigars, cheroots, cigarettes and tobacco. Registered July 14, 1904, by Walter S. Bare, Lititz, Pa. Transferred to Victor Levor, Attica, Ind., June 20, 1918.

CRANDON CLUB:—40,482 (T. M. A.). For cigars. Registered December 17, 1917, by The Licking Valley Co., Covington, Ky. Transferred to El Torrego Co., Cincinnati, O., March 31, 1918.

LORD LOFTON:—40,483 (T. M. A.). For cigars. Registered December 17, 1917, by The Licking Valley Co., Covington, Ky. Transferred to El Torrego Co., Cincinnati, O., March 31, 1918.

SMOKERS' PRIZE:—40,481 (T. M. A.). For cigars. Registered December 17, 1917, by The Licking Valley Co., Covington, Ky. Transferred to El Torrego Co., Cincinnati, O., March 31, 1918.

LA FLOR DE GENERAL SHIELDS:—15,863. For cigars. Registered December 4, 1893, by Chapin & Gore, Chicago, Ill. Transferred to the Havana Production Co., Inc., New York City, May 31, 1918.

GEORGE WASHINGTON:—9328 (U. S. T. J.). For cigars. Registered February 1, 1888, by Schwarz Bros., New York City. Transferred to Cohn & Nestler, New York City, and re-transferred to Gradiaz, Annis & Co., New York City, June 27, 1918.

WASHINGTON CIGAR FACTORY:—7700 (U. S. T. J.). For manufactory of cigars. Registered February 16, 1887, by Schwarz Bros., New York City. Transferred to Cohn & Nestler, New York City, and re-transferred to Gradiaz, Annis & Co., New York City, June 27, 1918.

MUNGO PARK:—28,937 (U. S. T. J.). For cigars, cigarettes and cheroots. Registered May 21, 1904, by Grommes & Kennedy, Chicago, Ill. Transferred to Grommes & Elson, and re-transferred to Lubetsky Bros. & Kleiner, Grand Rapids, Mich., June 8, 1918.

TRENCH:—22,105 (Tob. Leaf). For cigars, cigarettes and tobacco. Registered October 28, 1901, by American Litho. Co., New York City. Transferred to Galba Cigarrito Co., S. M. Jackson-Jacobs, New York City, June 27, 1918.

BILL HAWK:—38,648 (U. R. B.). For cigars, cigarettes and tobacco. Registered April 14, 1914, by George Schlegel, New York City. Transferred to Wm. D. Castro, Chicago, Ill., October 13, 1914.

AMADEO:—10,985 (Trade-Mark Record). For cigars. Registered September 17, 1891, by George Schlegel, New York City. Transferred to Corral, Wodiska y Ca., re-transferred to Havana Production Co., New York City, re-transferred to George Schlegel, New York City, June 12, 1918, and re-transferred by George Schlegel to Ryan & Raphael Cigar Co., Chicago, Ill., July 1, 1918.

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VOLUME 38 NO. 15

The TOBACCO WORLD

AUGUST 1, 1918

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Read about it on page 7

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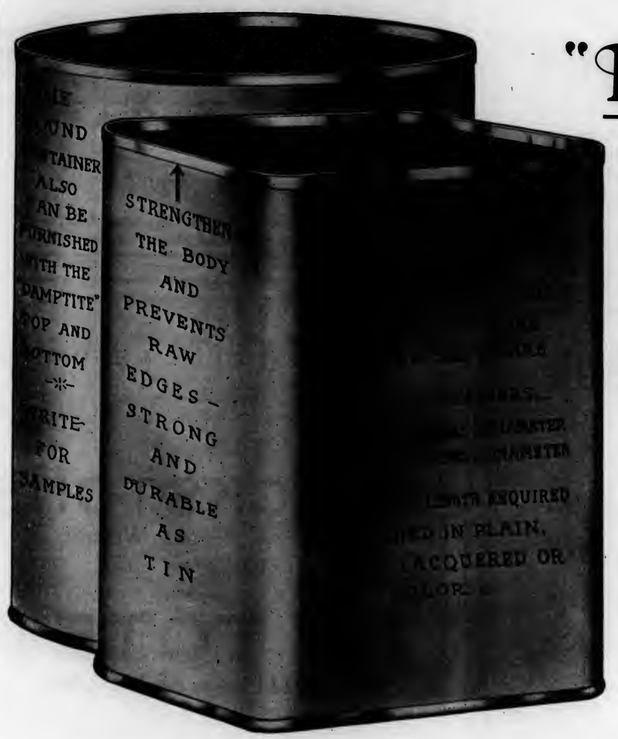

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Volume 38
THE TOBACCO WORLD
Established 1881
Number 15
A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade
$2.00 a Year — PHILADELPHIA, August 1, 1918 — Foreign $3.50

Just to be Different A Cigar Manufacturer Again Digs Up The Uniform Flat Tax Idea

ISAAC REGENSBURG, who last year devoted considerable effort to secure a uniform flat tax on cigars in the revenue bill under consideration at that time, is again at work to secure a uniform flat tax on cigars in the new revenue bill.

We present Mr. Regensburg's letter, which was sent to members of the Ways and Means Committee, because it indicates a peculiar type of mind, a type of mind that reduces national needs and conditions to terms of individual application.

It is understood that Mr. Regensburg received a written invitation to attend the meeting of cigar manufacturers, held in New York on Tuesday, the 23rd, but that he failed to appear. This may be due to the extended vacation for which he claimed to be preparing on the 18th and 19th.

This letter of Mr. Regensburg's dated in New York on July 29th, cannot pass unanswered, but we present his letter before commenting on it:

New York, July 29, 1918.

Dear Sir:

Reference is again made to the proposed change in rate for the collection of Internal Revenue Tax on Cigars.

In this connection permit me to state that in 1917, request was made for your earnest support of my plea and recommendation for a uniform flat rate tax per thousand cigars, with a further recommendation that "classification" should be entirely eliminated, as it was manifestly unfair to the manufacturer of high-grade cigars.

Before the present tax became law, all kinds of cigars weighing more than three pounds per thousand were taxed on the basis of $3 per thousand, the Government collecting on the output of each million cigars $3000. Since October, 1917, when the present law became operative, statistics will show (if the figures are obtained from the Revenue Department) that on each million cigars sold, the Government collected approximately $3750—an increase of $750 over the old rate—whereas under a flat rate tax of $5 per thousand, the Government would have collected on each million cigars sold *$5000*, or an increase of $2000.

Take for example the total output in 1917, which, from figures compiled, shows that in round figures eight billion cigars were sold and tax paid at the rate of $3 per thousand. Of each million cigars sold, it is safe to assume that ten per cent. (not more, but rather less), would be tax paid under the present Class "C" rate of $6 per thousand, making the total tax collected on each one hundred thousand cigars of this class $600; therefore, nine hundred thousand of every million cigars sold were tax paid at a lower rate, consequently the Government did not collect as much revenue tax on the cigars as they would have collected had they adopted my suggestion for a uniform flat tax on each million cigars sold. Statistics will show that the quantity of cigars produced in both Classes "D" and "E" comprise considerably less than one-half of one per cent. of the entire production of cigars, which is entirely too small to justify the existence of these two classes ("D" and "E"). In line with this, it is manifestly unfair to have any classification on cigars whatsoever, as in such a case the Government unconsciously endorses the product of the cheaper grade to the detriment of higher grade products (tax paid in the same class).

At a recent meeting of the Tobacco Merchants' Association, I understand that it was finally decided to submit and advocate to your committee to raise the tax on Class "A" cigars, $1 per thousand; on Class "B" cigars, $2 per thousand; and on Class "C" cigars, $3 per thousand. I now want to point out to you that in 1917, manufacturers of cigars (which would now be considered as in Classes "A" and "B"), succeeded in impressing your committee that their class of cigar could not stand a higher rate of increased tax than $1 per thousand. Their recommendation was perhaps made in good faith, but I pointed out to your committee and many of these manufacturers that with the increasing cost of raw material and labor, they could not maintain their cigars in the 5-cent class and would be obliged to sell their product at a higher price. An investigation by your committee will disclose the fact that with the advent of the new tax rate in 1917, these manufacturers sold their product to be retailed at 6 cents and 7 cents. These same manufacturers now propose to recommend that Class "B" cigars be changed

so as to include cigars selling at 8 cents, so that Class "B" will consist of cigars selling from 4 cents to 8 cents (both inclusive), instead of from 4 cents to 7 cents, as is now specified. If your committee should accept this recommendation, the position of these manufacturers would be even more favorable, as their product would be sold at the rate of 3 for 24 cents, thus placing them underneath Class "C" as fixed by law today. On the other hand, these same manufacturers propose that a further tax of $3 per thousand be added to cigars of Class "C," but these manufacturers make very few of this grade of cigars, hence their recommendation to put the burden of tax on the higher grade cigars and very little increase on the kind or grade of cigars that they manufacture. They, however, are willing to offer a proposal for an increased tax of $1 per thousand on Class "A" cigars and a $2 per thousand increased tax on all cigars of Class "B." If their recommendation was adopted, Class "A" cigars would be tax payable at $4 and Class "B" cigars at the $6 rate—an average of $5 per thousand—which brings the tax, as they now propose, right back to the original recommendation which I made to you in 1917, viz., that all cigars weighing over four pounds per thousand should be tax payable at the rate of $5 per thousand, hence it is evident that these manufacturers could just as well have paid this same rate in 1917 as they are now advocating should be put into effect.

In justice to ourselves and for the benefit of the trade in general, I again earnestly ask you gentlemen to consider a recommendation for a uniform flat rate tax on all cigars weighing four pounds or more to the thousand. No change should be made on the present rate of tax collected on cigars weighing from three to four pounds per thousand, but a uniform tax per thousand on all kinds of cigars weighing more than four pounds per thousand at $5 per thousand would net the Government more income than they have had heretofore. If the revenue derived at this rate should not be sufficient, then $6 per thousand on all cigars weighing over four pounds per thousand could be assessed, thus giving the Government an income on each million cigars manufactured weighing over four pounds per thousand, $6000, whereas under the old rate when cigars were tax paid at the rate of $3 per thousand, the Government's income was $3000 on each million cigars.

Recommending the above for favorable consideration by your committee, I beg to remain,

Very truly yours,

ISAAC REGENSBURG.

P. S. In writing the above, I had in mind cigars retailing at five cents each and upward. Recommendation is made that the rate on cheroots, stogies and little cigars, selling at retail for four cents or less, should remain unchanged.

Mr. Regensburg's arguments must be considered from his own standpoint as a manufacturer of little cigars and Class "C" cigars. The fact that the Government needs money and that the Ways and Means Committee (as it has been aptly put) can see only "double" at this time, apparently means nothing to him. He also intimates that the Class "B" manufacturers have drawn their suggestions for their own businesses, and left the other classes to look out for themselves.

It is worth while calling attention to some of those who attended the Tobacco Merchants' Association Conference at which the suggestions were drafted. A. L. Sylvester, of the American Cigar Company, certainly represents Class "C" manufacturers as well as Class "B"; Asa Lemlein, of E. H. Gato, will hardly be able to derive a compliment for the insinuation as regards Class "B" manufacturers; Messrs. Esberg and Bondy, of the General Cigar Company, we venture to suggest, have considerable at stake in the Class "C" field; George H. Hummel, of P. Lorillard, should worry as much as Mr. Regensburg about the tax on Class "A" and Class "C" cigars; Y. Pendas and Marcelino Perez are Class "C," "D" and "E" manufacturers who would not permit an injustice to be done to their products if they knew it; J. L. Krauss, representing Antonio Roig & Langsdorf, manufacturers of the most widely advertised ten-cent cigar in the country, would not acquiesce in a project to victimize Class "C" manufacturers; D. Emil Klein, of E. M. Schwarz & Company; Benito Rovira, of Benito Rovira & Company, and John W. Merriam, of John W. Merriam & Company, would hardly let the Class "B" manufacturers put something over on them.

As a matter of fact, the cigar manufacturers who aided in shaping the tax suggestions submitted to the Ways and Means Committee consisted largely of Class "C" producers.

The matter of a flat tax for war revenue is unfair and it is believed that official Washington views it in this light. Today the great social unrest in the world is drawing the close attention of the students of economics to the laboring classes. These men smoke Class "A" and Class "B" goods, and it is certainly evident that it is unjust that the smoker of a five- or six-cent cigar should have to bear the same tax burden as the smoker of the two-for-a-quarter- or the twenty-five-cent cigar.

Mr. Regensburg has juggled his statistics or he has not calculated correctly. Class "B" goods since January 1st have made no astounding gains proportionately, while Class "C" goods gained 10,000,000 in February over January, March showed a gain of 25,000,000 over January; April showed a gain of 35,000,000 over January, and May showed a gain of nearly 35,000,000 over January.

From the above, taken from Government statistics, we cannot determine that Class "C" goods have suffered so tremendously, or that they will suffer. It is certainly to the detriment of Class "B" manufacturers to ask for an additional $2 a thousand tax on this class of goods, for it means an increase in retail price, and that will inevitably force more smokers to the Class "C" goods.

Mr. Regensburg says that of each million cigars sold it is "safe to assume that ten per cent. (not more, but rather less) would be paid under the present Class 'C' rate of $6 per thousand, . . ." Available figures indicate that practically twenty per cent. of the cigars sold in this country are Class "C" and up.

It is also intended to show that the flat tax of $5 a thousand would increase the revenue. On last year's

(*Continued on Page 28*)

Cigar Manufacturers Offer Tax Suggestions To Ways and Means Committee

SUGGESTED CIGAR TAX

	Total.
Class A raised $1.00,	$4.00
Class B " 2.00,	6.00
Class C " 3.00,	9.00

Classes D and E eliminated.

Class B to cover cigars retailing at four to eight cents, both inclusive.

WHILE the Treasury Department has suggested that the present taxes on tobacco products be doubled in the new revenue bill now being drafted, it is believed that this subject will be approached with great caution, as a heavy tax would force the retail price to a point where consumption would be greatly affected and the purpose of the tax be defeated.

The cigar manufacturing members of the Tobacco Merchants' Association met on Tuesday, the 23d, in New York, and discussed the matter at some length. A committee, consisting of William J. Wemmer, of Deisel-Wemmer Company; Y. Pendas, of Y. Pendas & Alvarez; Charles J. Eisenlohr, of Otto Eisenlohr & Bros., Incorporated; I. C. Rosenthal, of Rosenthal Brothers, Incorporated; L. Haas, of Haas Brothers, was appointed to take such action as might seem proper in order to secure an adoption of the recommendations decided at the conference.

The meeting was presided over by Charles J. Eisenlohr, and was attended by A. L. Sylvester, American Cigar Company; Harvey Hirst, of Bayuk Brothers; Theo. Werner, of T. J. Dunn & Company; George M. Lex, of "44" Cigar Company; Asa Lemlein, E. H. Gato Cigar Company; Henry Esberg and R. C. Bondy, of the General Cigar Company; L. Haas, of Haas Brothers; A. I. Lewis, of I. Lewis Cigar Manufacturing Company; George H. Hummel, of P. Lorillard; Y. Pendas, of Y. Pendas & Alvarez; Marcelino Perez, of Marcelino Perez & Company; Louis Toro, of Porto Rican-American Tobacco Company; J. L. Krauss, of Antonio Roig & Langsdorf; I. C. Rosenthal, of Rosenthal Brothers, Incorporated; Benito Rovira, of Benito Rovira Company; D. Emil Klein, of E. M. Schwarz & Company; Edward Wise, of the United Cigar Stores Company; G. W. Van Slyke, of G. W. Van Slyke & Horton; William J. Wemmer, of Deisel-Wemmer Company, and John W. Merriam, of J. W. Merriam & Company.

With practical unanimity it was finally decided to submit and advocate the following schedule of tax rates in lieu of the proposed doubling of the taxes:

Class A to be raised $1; class B to be raised $2; class C to be raised $3.

It was also decided to recommend that class B cigars be changed so as to include cigars retailing at from four to eight cents, both inclusive, instead of from four to seven cents, as now specified, and also that classes D and E be entirely eliminated; that is, that they be included with class C, it appearing that the quantity of cigars produced under both D and E classes being less than one-half of one per cent. of the entire production of cigars, which is entirely too small to justify the carrying of two separate classes.

President Charles J. Eisenlohr, accompanied by B. R. Lichty, of Otto Eisenlohr & Bros., Incorporated; William J. Wemmer, of the Deisel-Wemmer Company; I. C. Rosenthal, of Rosenthal Brothers, Incorporated, and Charles Dushkind, secretary and counsel of the Tobacco Merchants' Association, acting as a committee, appointed at the cigar manufacturers' conference held at the office of the Tobacco Manufacturers' Association last week, have had quite a lengthy conference with Congressman Claude Kitchin, chairman of the committee on ways and means, last Friday in regard to the cigar tax situation.

Mr. Kitchin received the committee most cordially and remained in conference with it for over an hour, during the course of which every phase of the cigar industry was fully discussed.

According to the committee, Chairman Kitchin has displayed a remarkable familiarity with the cigar situation and has shown a great deal of interest in what the committee had to say in regard to the cigar industry and the proposed schedule. While the House leader has assured the committee that its proposed schedule will receive due consideration, he would not commit himself either one way or the other.

At the conclusion of the conference, the cigar committee handed up a formal memorial, of which the following is a copy:

Memorial of Cigar Manufacturers to the Honorable the Committee on Ways and Means of the House of Representatives.

Sirs:

The undersigned committee appointed at a conference of leading cigar manufacturers called by the Tobacco Merchants' Association of the United States, respectfully submit this memorial, placing before your honorable committee a *Schedule of Increased Tax Rates* on cigars worked out, at the conference referred to, solely with a view of providing a maximum amount of revenue, divided and apportioned among the various types or classes of cigars upon a fair and equitable basis.

What the Proposed Schedule Will Yield.

The proposed schedule, if adopted, will yield about $49,500,000 of revenue on cigars weighing over three pounds per thousand, which amounts to an increase of about $15,500,000, or forty-seven per cent. over the present war tax rates, or about $25,500,000; that is, over a hundred per cent. increase of the prewar tax rates (exclusive of customs duties paid on imported cigars and on the leaf tobacco used in domestic cigars).

The above figures are based upon a normal consumption of about 8,000,000,000 cigars. The official figures of the Internal Revenue Department for the last eight months show, however, a steady and growing decline in the cigar business, particularly since, due to the increased cost of labor and the advanced prices of every ingredient that goes into the cigar besides the added war taxes, the trade was forced to advance the

nickel cigars to six cents and the other types of cigars accordingly.

Thus in the month of May the decline has reached 150,000,000 cigars. At that rate there would be a decrease of 1,150,000,000 per annum, or about nineteen per cent.

We are referring to these figures for the purpose of demonstrating the injury that such slight increase of one cent on a cigar has done to the industry and this in spite of the fact that the cigar trade had held out against tremendous odds for over three years, selling its products at prewar prices in spite of the continuously growing cost of production, and while every other commodity was going up higher from day to day.

With this situation before us, it is clearly apparent that considerably more revenue can be obtained by fixing moderate rates such as will not too seriously lessen consumption than by highering the taxes to a rate where the business will necessarily be forced down to a point that the revenue yielded may be even less than under the prewar tax rates.

Proposed Schedule.

Cigars are now divided into five classes, to wit:

Class A.

Cigars retailing at less than four cents, present tax rate, $3 per thousand; prewar tax rate, same; our proposed tax rate is $4 per thousand.

Class B.

Cigars retailing at four cents to and including seven cents, prewar tax rate, $3 per thousand; present tax rate, $4 per thousand; our proposed tax rates to be $6 per thousand, or double the prewar tax rates.

In view of the high tax rate proposed on the following class of cigars, to wit, class C, we respectfully submit that cigars retailing at eight cents be eliminated from class C and included in class B, so that class B will embrace all cigars retailing from four to eight cents inclusive.

Class C.

As now constituted, takes in all cigars retailing at above seven cents to and including fifteen cents, the prewar tax rate on which was $3 per thousand, the present tax rate being $6 per thousand, our proposed tax rate is $9 per thousand, or three times the amount of the prewar tax rates.

This class of cigars to include all cigars retailing *above* eight cents, thus eliminating classes D and E. Our recommendation to eliminate the latter two classes is based upon the fact that according to official figures the aggregate consumption of both classes amounts to less than one-half of one per cent. of the cigar business and as each class requires ten denominations of stamps and considerable printing and accounting it would be profitable economy to eliminate both classes. In this recommendation we sincerely trust that the Internal Revenue Bureau will join us.

Comparative Schedule of Revenue Under the Prewar, the Present and the Proposed Tax Rates.

Classes.	Production 1000's.	Under Pre-War Tax Rates.	Under Present Tax Rates.	Under Proposed Tax Rates.
A	1,500,000	$4,500,000	$4,500,000	$6,000,000
B	5,000,000	15,000,000	20,000,000	30,000,000
C	1,500,000	4,500,000	9,000,000	13,500,000
			*500,000	
Totals,		$24,000,000	$34,000,000	$49,500,000

*This is the additional revenue on classes D and E proposed to be included in Class C.

In conclusion we beg to assure your honorable committee that the cigar men of this country, in common with all other loyal Americans, stand ready to make every sacrifice and to cheerfully and proudly submit to every hardship that the exigencies of the war may call for. But since the measure now before you is purely a revenue-raising proposition we beg to submit that our proposed schedule will yield the maximum amount of revenue that the cigar industry can stand without curtailing consumption to an extent that it may seriously cripple the industry and reduce the Government's receipts instead of yielding the desired additional revenue. All of which is respectfully submitted.

It may be taken for granted that any tax that may be placed on the cigar industry will not be less than the ones proposed, and of course it may be more. There is no reason in the world to believe that the Ways and Means Committee will give serious consideration to the suggestions of the cigar manufacturers.

The Ways and Means Committee should, however, bear in mind that the returns from taxes now placed on the tobacco industry specifically, without considering the income and other taxes that the manufacturers, jobbers and dealers now pay, is approaching $200,000,000 a year.

Taxes that will compel a heavy advance in the retail price of goods will do no more than maintain the old average of returns and perhaps decrease it, instead of increasing the revenue.

And it must be borne in mind that the retailer with curtailed sales will have to get a larger profit in order to stay in business, for everyone knows that he has never made more than a living.

Let us remember that there are about 500,000 retail outlets for cigars. The majority of them, who, by the way, are seldom subscribers to trade papers, have an average rating of M ($500 or less). Many of them live by paying for goods only when they need more of that brand. The majority of such accounts are carried by jobbers, and cigar and tobacco jobbers cannot carry the burdens of all their customers on their backs for an indefinite period.

The cigar and tobacco industry could better carry a tax such as it does at present, and maintain it for a long period after the war, better than it can assume an abnormally high tax now that will hit every branch of the industry, even though its application is considered for the duration of the war only.

R. J. REYNOLDS

Winston Salem, N. C., July 29th.

R. J. Reynolds, head of one of the largest tobacco manufacturing concerns in the country, died here today. Mr. Reynolds, who was sixty-eight years old, had been ill a year. His estate is estimated at more than $10,000,000.

The Tobacco Trade Across the Sea

THE tobacco trade across the sea is always a matter of interest and the editorial pages of the English trade journals are of especial interest just now. Britain is feeling the pinch more and more in tobacco, while we, in comparison, are rich and extravagant.

It still looks to a man up a tree, like a long war, and we are not drifting but proceeding toward similar conditions to those that obtain in England, but we are going to treat the world to a smoke as long as we have "the makings." Also, a soldier that has smoked good old "Bull" can horn a Hun that has been smoking beech and cherry leaves.

Nevertheless, it is not the highest patriotism to accept everything without a protest. Some of our restaurants have a sign like this: "Our customers are all patriotic Americans, and we hope that they will not complain of the restrictions imposed on us by the Government." Then they give you half as much and charge you twice as much, in the name of patriotism.

The editor of London "Tobacco" says in his July issue: "It has been said that it is an Englishman's privilege to grumble, but in war time grumbles are ungracious and there has been precious little of it. Men give their lives freely, and the people at home sink their differences, which are petty and trifling. Still there are matters which require remedy. The problems of war are half of them civil problems. And one of the pressing civil problems, the solution of which satisfactorily has distinct war value, is that of tobacco supplies."

He proceeds to state that an instruction has been sent to tribunals to consider those engaged in tobacco manufacture as on important work. That while tobacco manufacture has not been put on the list of essential trades, it "has been given another lease of existence, because its life is found to be part and parcel of a nation at war."

Restriction orders, and rationing of raw materials to the factories has caused dissatisfaction, because as might be expected, some claim that they are getting less than they are entitled to, and the retailers make the same claim. But the whole trade is looking with longing hope for the new ships that are being built as if by magic on our American rivers, to bring new supplies that we are anxious to send them, even with the absolute certainty of increased discomfort to ourselves.

From all parts of the United Kingdom comes the cry of want. From Barrow-in-Furness "No 'Twist,' no 'Bogey Roll,' no 'Gold Flake,' and no matches." In Birmingham "Towards the end of the month, the shelves in some of the shops were as bare as Old Mother Hubbard's cupboard." In Bristol the Red Cross Society supplies the men in military hospitals, and the prisoners of war. In Cardiff there is no Sunday trading in tobacco. In Cheltenham, a dealer was fined ten shillings for dividing nine-penny boxes of matches into penny boxes. In Coventry "'Twist' is as precious as gold" and "Matches are scarcer than diamonds."

In Nottingham many shopkeepers are absolutely compelled to refuse casual trade, reserving their stocks for their regular customers. But why continue the recital, except to impress the American dealer and customer with the conviction that they are much better off every way than their European neighbors?

At the same time we may place a slight emphasis on the editor's expression that "Men give their lives freely and the people at home sink their differences, which are petty and trifling. Still there are matters which require remedy."

Every Night Lightless?

Washington, D. C.

Although the United States Fuel Administration has designated only the first four days of the week as "lightless" under its new regulations, a plan is on foot to have the merchants of Washington go still further and have every night "lightless night," in so far as the illumination of their show windows is concerned.

The Washington Advertising Club has adopted a resolution calling upon the business men of the city to cut off all lights in their show windows every night in the week, and a number of the more prominent merchants are declared to be in favor of the project.

It is felt that, inasmuch as four nights a week are already lightless, the darkening of the windows on the remaining two nights would be no additional burden upon the merchants, while it would, naturally, result in a not inconsiderable saving of fuel. As the fuel condition in this section of the country is very serious, it is felt that every bit that can be conserved will be that much more to devote to other and more necessary uses.

An opinion prevails that, if merchants along the north Atlantic seaboard, where four lightless nights a week have been ordered, do not take some such action of their own volition, the Fuel Administration may be forced to order the permanent darkening of windows should conditions next fall or winter make additional regulations necessary. By taking this step voluntarily, the Washington merchants will not only be showing their patriotism and assisting the administration in its work of conservation, but may render it unnecessary for Dr. Garfield to prescribe additional economies for this city.

NOTES AND COMMENTS

The Lancaster Soldiers and Sailors' Tobacco Fund Committee, composed of some thirty prominent business and professional men, have issued an appeal for more funds. Contributions from tobacco growers have been very numerous and liberal, and frequently with letters expressing pleasure in making the donation.

The French Journal Officiel announces an increase of fifty per cent. in duties on tobacco imported into Corsica. By this decree leaf, stems and tobacco waste pay 530 francs per 100 kilos ($46.50 per 100 pounds), while cigars and cigarettes pay 900 francs per 100 kilos ($78.96 per 100 pounds), and other manufactured tobacco pays 720 francs per 100 kilos ($63.17 per 100 pounds).

According to the Frankfort "Gazette" the supply of cigar-making tobacco in Germany will be exhausted by November, and Holland, on account of the heavy shrinkage of imports from the Dutch colonies, will have few cigars to export. Holland has been the main source from which Germany has been getting cigars.

The New York "Times" says that "a very prominent physician of New York City who had been an inveterate smoker has discovered—or at least he has the evidence of his senses, which inclines him to the belief that he has discovered—that tobacco is tasteless and scentless, and that the pleasure of smoking is both an optical and a physical illusion." How about the taste of castor oil and the sting of a mustard plaster? If he can take a chew of navy plug without tasting anything he had better consult another doctor.

"American Industries" after an extended inquiry by a committee into the use of the union label in the cigar-making industry, states that its use is decreasing; that as an aid to unionism it is a decided failure, and where it was once looked for and expected by customers, there seems to be no present call for it on the part of the buying public.

The Bureau of Crop Estimates of the United States Department of Agriculture, in its July report, gives the following data concerning the acreage condition and production of tobacco: Pennsylvania, 1918 acreage, 45.6; 1917, 41.5; average 36.7. Condition: 1918, 98; 1917, 93; average, 89. United States, acreage, 1918, 1453; 1917, 1447; average, 1290. Production: Pennsylvania, 1918, 68,820; 1917, 58,100; average, 50,050. United States, 1,187,000; 1,196,451; 1,033,357.

The value of cigarettes to the English soldier is indicated by the manufacture in Birmingham of bullet-proof steel, nickel-plated cigarette cases.

The July Grand Jury of Philadelphia, after its inspection of the prisons and other institutions of the city, recommended that the defendants in the county prison be allowed tobacco at stated intervals.

London "Tobacco" makes an interesting suggestion, which is that in war conditions tobacconists sell out rapidly and it occasionally happens that they have a supply of some brands not asked for in their district. An advertiser in that journal was able to exchange some of his stock of which he had a surplus for some of which he was short. This method has been in use in the patent medicine trade in America for many years and might be worthy of an extension in the tobacco trade if it exists here.

In Ireland many tobacconists are adding side lines foreign to the business, such as fancy soaps and other toilet specialties.

The "San Francisco Grocer" makes a suggestion that seems timely when it says: "Much trouble is resulting for both retailers and jobbers over the shortage on tobaccos. The trade might as well make up its mind to do without the big sellers, because when an occasional allotment is made to jobbers it is almost impossible for them to spread it over their territory, for the reason that it could not be spread thin enough. It is a good suggestion that dealers in placing orders either give the jobbers the names of substitutes or authorize him to fill the order with suitable substitutes."

The firm that quits advertising for the duration of the war is likely to quit business before it is over.

It is well not to forget that the success of a business depends not only on the profits, but the sales. A hundred cigars sold at a small profit pay better than fifty sold at double the profit, if the number of customers is in the same proportion.

The "Lancaster Examiner" says that tobacco growers in the vicinity of Washingtonboro have, with but two exceptions, sold their crops in the field for from forty to forty-five cents a pound through. The purchasers in bartering for the tobacco take every chance of crop failure with the exception of damage done by hail.

In Pitt County, North Carolina, many tobacco growers have dedicated an acre or more to the Government. Large signs read, "Help win the war. Every dollar this acre of tobacco brings will be donated to the Red Cross and invested in War Savings Stamps." At the top of each sign floats a large United States flag.

The Failures of Retail Merchants

By G. D. Crain, Jr.

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BUSINESS is giving more attention to the failures of retail merchants than ever before.

The reason is not only the selfish interest which manufacturers and wholesalers have in the reduction of the credit hazard—which on the basis of present-day retailers' mortality is enormous—but the growing realization that the whole community suffers when a business goes down and out, leaving behind it nothing but losses.

In the first place, there is the waste which is involved in the loss of capital of the dealer.

There is in addition the loss of value in merchandise through depreciation, damage in stock, etc.

There is the loss in the form of human effort expended by the dealer and the members of his organization.

There is a loss to the manufacturers and wholesalers for whom the merchant served as a unit in the machinery of distribution.

And, finally, there is a loss of service to the community in which the store was located.

If fewer merchants failed, the heavy burden of credit losses that is carried by business as a whole would be reduced. Better prices could be quoted and goods might be sold to the consumer for less, because of this reduced factor in overhead expense.

Better service would be afforded the maker and the user of goods alike, since ability to continue in business would be an evidence of efficiency in management. The merchant would necessarily be a better merchant in order to hold on.

Consequently, the study of ways and means to prevent failures and make successes out of retailers who might otherwise slip into the commercial discard is well worth while from every standpoint.

Insufficient capital and poor collections have been regarded as the prime reasons for failure. But they do not explain—they are symptoms rather than the disease. The man who fails is sure he would have succeeded had just a little more money been available—and it is only human nature to blame somebody else for the failure.

But when it is realized that some of the greatest commercial successes have been won by those who began with little capital and manipulated it so shrewdly that they soon commanded enough money to take care of their businesses, and when it is realized also that every merchant doing business on a credit basis must expect to carry a considerable amount of accounts on his books, it is seen that the two reasons usually assigned do not begin to cover the ground.

Insufficient capital might make itself evident in one case in the form of an incomplete assortment of goods. The average buyer likes to see not only good values, but a full assortment to choose from. A good selection is just as necessary as style, quality and price. Hence the merchant who has a good stock of a few numbers, and who says that he is prevented by insufficient capital from having more, simply needs to plan his buying more carefully, and to purchase smaller lots, but a great variety.

Insufficient capital is also made manifest in the case of the store which has too much organization for the volume of business it is doing. In that case it is either a question of increasing the business or cutting off some of the expenses.

It is remarkable how much money can be saved if the merchant simply takes the pruning knife and goes around determined to lop off every nonproductive item on his expense list.

If he says to every factor of overhead, "Work or fight!" and scrutinizes all of his expenses with reference to the effect on the business of eliminating each item, he will soon see his way clear to a reorganization that will accomplish just as much in the way of results, but with a big decrease in running expenses.

In that case no additional capital will be needed, but the business will be changed from a losing enterprise to a profit-maker.

A rather striking example of organization that was top-heavy was furnished not long ago by a dealer in automobiles, whose business was investigated with the object of trying to put it on a money-making instead of a money-losing basis.

It was found that the motor truck department, which had been organized with the idea of handling a line of trucks made by a new company, had never done a cent's worth of business, because of inability of the manufacturer to deliver the trucks. However, a $5000 sales manager was in charge, and other expenses incidental to his work were being absorbed. This is an exceptional case, but it certainly shows how easy it is to add expenses that are not absolutely necessary.

The trouble with most merchants who fail is that they have been too optimistic. This sounds like an anomaly, but it is not. The chap who feels that success is just around the corner, and who persuades his creditors to continue to ship him goods after his available capital is exhausted, is a confirmed optimist—but if he has nothing else to back him up with, he is pretty sure to be on the outside looking in before he gets through.

The pessimist who works hard enough can overcome his pessimism by solid and substantial success. Don't be pessimistic for the sake of pessimism, but be just pessimistic enough to be able to see the faults in your business organization and to overcome them.

When Your Clerk Misrepresents Your Goods

By Elton J. Buckley

Copyright 1917, by Elton J. Buckley

HOW shall an employer with agents, salesmen and other representatives, protect himself from trouble occurring through inadvertent, ill-advised, improper, untrue and even fraudulent representations and statements made by employees, say about the employer's goods? These statements go wrong and the customers of course always blame the employer for having such salesmen. And sometimes the customer begins suit, again always against the employer.

These questions are brought up by the following letter:

Trenton, N. J.

We have had in our employ a salesman named ————. His services proved unsatisfactory through his drinking, and last August we gave him a month's notice. He was very resentful and as we found afterward, did several spiteful tricks against us during the last month in our employ. One of these was to guarantee a lot of seconds tires which he was instructed to sell without a guarantee. We have not yet heard how many of these he sold with the guarantee of 3500 miles, but already thirteen customers have come back for adjustments, claiming a guarantee from this salesman. At first we thought it bogus, but several of these buyers had witnesses to their guarantees, so we now believe that he guaranteed the tires in order to revenge himself on us. The tire was a cheap first which was sold for a low price and probably most of them will not run 3500 miles. We have held up the adjustments until we could see where we were at. Are we liable on the fraudulent act of this salesman? Naturally we wish to keep faith with the public, but in a case like this we may be swamped with adjustments which will cause us a heavy loss.

E. N. C.

This is a splendidly typical illustration of what a dishonest or malicious, or careless or ignorant salesman can do to his employer, for this correspondent is bound by his salesman's act without a doubt. A principal is responsible for the acts (this includes representations) of his agent, so long as the agent acts within the scope of his employment. "Scope of employment" means this: Jones is a salesman in a retail store. All he is there for is to sell goods. Suppose some day in a financial transaction which is none of his business, he calls somebody up and tells him that his employer will guarantee somebody's account. The employer would not be liable, because the clerk acted outside the scope of his employment, which was merely to sell goods.

But in the case submitted, and in almost every case where an employee makes untrue representations about merchandise, the employer is bound because the clerk or salesman is acting within the scope of his employment, which is to sell goods, and of course to make representations about them.

That makes an employer almost at the mercy of his salesmen and clerks. Few employers, I think, fully realize that.

A clerk in a dry goods store mistakenly or carelessly guaranteed to several customers a large quantity of delicately dyed fabric; the guarantee was that the color would not change or run. The fact was that this was American dyed stuff, and the clerk had expressly been told not to guarantee it. It was held here that the store was bound by the guarantee.

A wholesale jeweler sold a quantity of plated gold rings through a salesman who through a misunderstanding guaranteed them to be solid gold. A retailer who bought some of them, under the impression they were low karat gold, sold them as solid goods and got into a fierce newspaper scandal and all sorts of trouble. He sued the wholesaler, who tried to get out of it on the ground that the salesman had no authority to guarantee the rings to be solid. The court held this to be no defense; the salesman had acted within the scope of his employment and the employer was bound.

There are a great many cases along the same line. An automobile salesman guaranteed that a certain car would give twenty-two miles to the gallon of gasoline. If this sale had been made under the usual iron-clad printed form used by most manufacturers, there might not have been much to the claim, but as the parties were close friends it slipped through without. It was practically a verbal sale. The customer rejected the car on the ground that at best it would not give more than fourteen miles. The employer of the salesman took the position that the guarantee was void because the salesman had no authority to make it, but the court held it was within the scope of an automobile salesman's employment to state to a prospective customer how much mileage it would give to the gallon of fuel, and the employer was therefore bound.

In most of these cases the employer had not been careless. He had either not instructed the salesman to do what he had done, or had explicitly instructed him to do something else. The salesman did what he did without the slightest express authority, but the courts have always held that even the clearest instructions by employer to employee make no difference, if the employee, in violating them, acted within the scope of his employment.

The only protection which the employer has against this sort of thing is to get the right kind of salesmen and give them the clearest possible instructions what to say about the goods they sell. Many employers attach tags or labels to goods containing as much of a description as they can, so as to leave as little as possible for the salesman to say.

Investigate *Before*, not *After!*

DON'T go slip-shod into the matter of advertising, spend the appropriation, find that the plan *didn't work*, and then hold a long-winded conference to find out *why it failed*. It is *better business* to hold the conference, and do the *investigating* and *analytical* work *first*, rather than *after* the expenditures have been made.

Many a company has, *without* making an analysis of conditions, decided to use other media for their publicity when they *should have used* good business papers. Business Papers have *increased* so much in interest and value during recent years that the progressive merchant can't afford *not* to read them.

Business Paper Advertising is *not* the *only* good advertising, but on most propositions business papers should be used *regardless* of the additional kinds of publicity employed.

Apply the same good judgment to your *advertising department* that you do to the *other* departments of your business. Advertising is of equal and often *more* importance.

As Davy Crockett said, *"Be sure you are right, then go ahead."*

The Tobacco World

236 Chestnut Street

Philadelphia

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Cigar Store Salesmanship

By Frank Farrington

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CHAPTER VIII

The Salesman and His Boss

THE success of a cigar store demands that the employer and his employee shall pull together and in the same direction. You have seen a badly matched team seesaw on the whiffletrees in a vain effort to pull the wagon out of the mud. Each horse pulled his best when he pulled, but they did not pull together, so they did not get anywhere. You have to have team work in the store just as you do in the harness if the results are going to be satisfactory to anybody, either the clerk or the boss.

When the clerk and the proprietor or manager do not get along together there are two possible reasons for the difficulty. The clerk is one of the reasons and the proprietor is the other. Sometimes one is wrong and sometimes the other, and sometimes both.

In any event, when the trouble is there, there ought to be a prompt effort to remedy it by bringing it up right away for a frank discussion. Any man, employer or employed, who lets ill feeling rankle in his mind without going at once to headquarters with his complaint, will find himself developing a grouch against the other fellow and a grouch will always put the kibosh on enthusiasm and usually crowds everything else out of the mind. No proprietor with a grouch can keep his salespeople doing their share of business. No salesman with a grouch can sell goods and develop pleased patrons.

The fact that one man is the boss does not relieve that man from the necessity of giving the salesman fair treatment any more than if the reverse were the case. The proprietor who does not acknowledge to himself that he owes the man under him something more than the contents of the pay envelope falls a good deal short of realizing his duties as a man and an employer.

Perfect honesty and justice form the basis for the only kind of relation between employer and employee that can last and prove satisfactory. But in order to promote harmony, each side should always be ready to meet the other a little more than half way.

It is a mistake for a clerk to think that all he owes his employer is his time and a reasonable willingness to do in a mechanical way the work he is asked to do. The man who thinks he can let it go at that is working for the clock and not for the business. He will sell some goods, of course, but only what people come in and ask for. The number of new customers and the number of extra sales he adds to the list will be represented by what the baseball writers call "goose eggs."

On the other hand, when a clerk takes an interest in the business and tries to be something more than a mere time-server, the manager should feel and show a proper appreciation of the effort. Unexpressed appreciation is likely to be regarded as a lack of appreciation.

Appreciation needs to be expressed in substantial ways, too. When a man is earning more money than he is getting, and when the business can afford to pay him more, the advance in salary ought not to be held up until it has to be demanded with a threat of leaving. A voluntary advance of salary does more to make that man feel right toward the management of the business than a larger advance secured by demand.

The proprietor ought, as far as possible, to recognize the individuality of his various clerks, rather than consider them all as mere cogs in the wheel. Every clerk has his own personality, and often that personality is the source of much of his value in getting added business. For the manager to ignore that personality and to assume that all clerks are alike is a mistake. The individual should be recognized and his peculiar abilities and weaknesses considered.

It is a mistake for a salesman to submerge his individuality and become merely a peg in the board. In an army the best results may be obtained by eliminating the individual to produce the perfect machine. In the business of selling it is different. Results are gained by individuality.

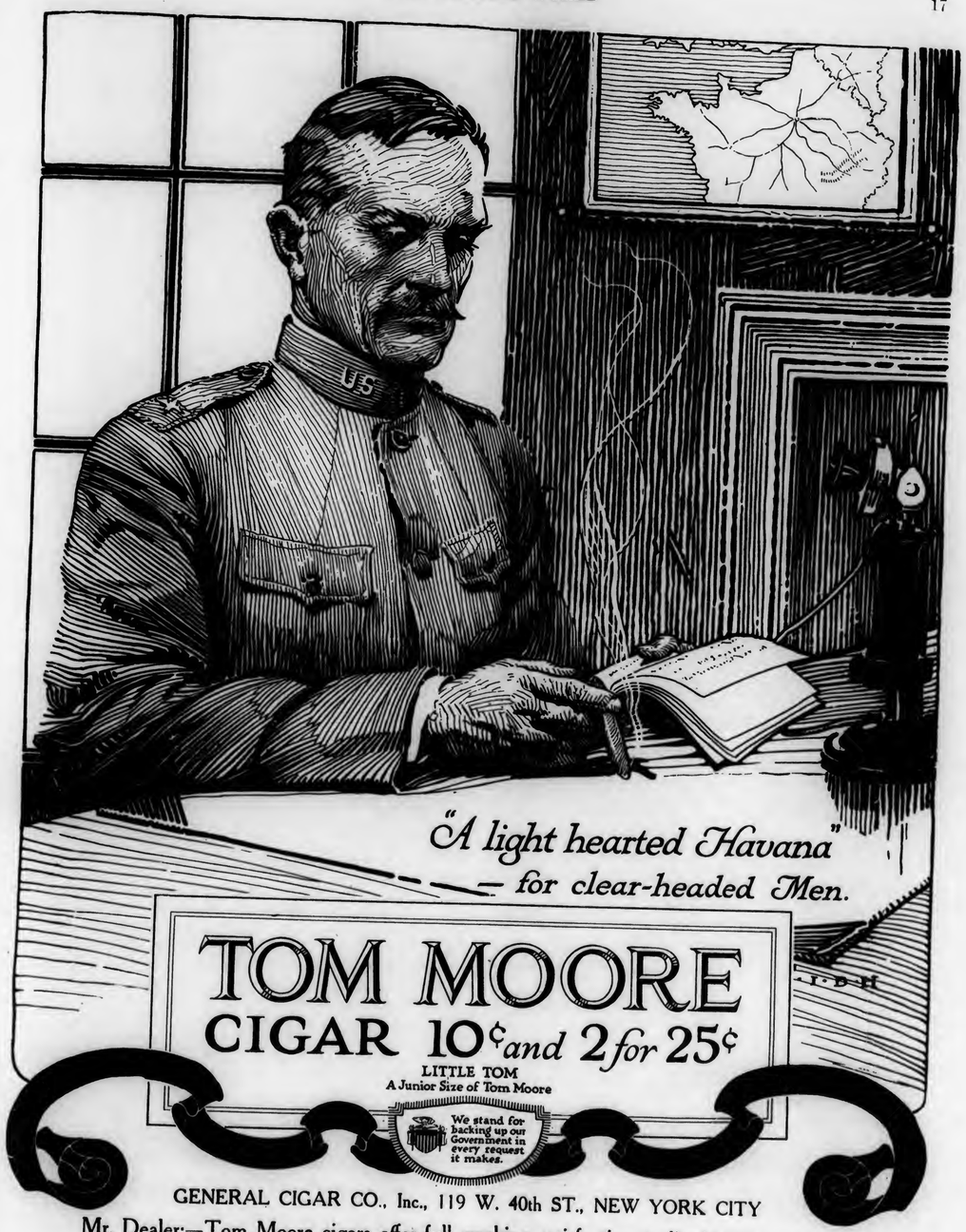
The attitude of the manager toward the ambition of the clerk has a great deal to do with their possible success. Some managers are always encouraging their force to do better, to try to fit themselves for higher positions. Others seem to be afraid that if they help a clerk to develop any great amount of ability, he will be taking their places and crowding them into the background. The more a clerk develops, the better salesman he becomes, the more he will be worth to the business, and the question of his some day becoming a competitor to the manager is a question that would be harbored only in a small mind.

When a young man starts to work in a cigar store, he has ambition. He has plans for the future and he expects to grow to them. If he drops his ambitions and becomes a mere drudge, it is very likely that the man for whom he is working is in a large degree responsible.

A young man does not give up his ambitions without reason. If he lets them go, it is very likely because of discouragements and failures that make him feel that after all he is not fitted for the work, and that it is not worth while for him to try to amount to anything. If he has the right kind of an employer, he will not get into any such mental attitude. He will be encouraged by appreciation of the work he does well and, when he fails, he will be shown how to win out next time under similar conditions.

When a cigar store proprietor finds that he has a clerk who is not the kind of worker he needs, instead of condemning him off-hand for his faults and mistakes, it will be wise for him to see what he can do to make him over, to train him into the kind of help he needs. Of course, some would-be clerks or salesmen are utterly hopeless and cannot be made into suc-

(Continued on Page 24)


"A light hearted Havana"
— for clear-headed Men.
TOM MOORE
CIGAR 10¢ and 2 for 25¢
LITTLE TOM
A Junior Size of Tom Moore
We stand for backing up our Government in every request it makes.
GENERAL CIGAR CO., Inc., 119 W. 40th ST., NEW YORK CITY
Mr. Dealer—Tom Moore cigars offer full smoking satisfaction to discriminating smokers.
Featuring them in your case will mean more rings on your cash register.

The Philadelphia Leaf Market

THE leaf market locally continues quiet. Manufacturers are confronted with increasing labor difficulties caused by hands refusing to work certain types of tobacco which they claim are inferior in quality and cannot be handled properly. The workmen also claim that they should have more money, and that if they do not get it they will go to work in war plants where it can easily be obtained.

The manufacturers are being driven to every device for the procuring of labor, and there is said to be a growth in the old practice of luring hands from other factories.

There is a story in the trade to the effect that one local manufacturer caught the agent of a competitor at work among his men, endeavoring to get them to change employers. The manufacturer, whose men were being approached, immediately interviewed the competitor and asked him if he knew the underhanded methods his agent was employing to get help. The competitor politely advised the inquirer that he was fully aware of the manner in which new employees were being secured, and that as a matter of fact he had instructed the agent to get more hands and that he need not be at all particular how he got them.

Following are some of the lots of tobacco that have been offered in the local market during the past thirty days:

50 cases of 1917 Little Dutch Wrapper B's, at 38 cts. packed weights.

11 bales of 1917 Connecticut Havana Seed Primed, at 70 cts. A/W. cash less 2%.

25 barrels imported Santa Clara Havana Shorts, at 40 cts. less 2%, 1. B.

About 70 cases of 1917 Connecticut Havana Seed Seconds, in sizes from 18 inches to 26 inches, at 60 cts. M/W. shrinkage guaranteed not to exceed 14%, f. o. b. Connecticut, regular terms.

50 cases 1915 Zimmer Wrapper B's, hand sizes and resweated, at 34 cts. M/W. 20% shrinkage, cash less 2%.

50 cases 1916 hand sized, resweated Zimmer Wrapper B's, at 35 cts. M/W. 20% shrinkage, cash less 2%.

25 cases 1916 Dutch Wrapper B's, at 41 cts. A/W. cash less 2%.

28 bales fancy 1916 Florida Wrappers, 14-inch to 19-inch, at $3.75, f. o. b. cars Philadelphia.

100 cases 1916 Connecticut Havana Seed Seconds, from 18 inches and up, at 72 cts. M/W. about 18% shrinkage.

19 cases 1917 Connecticut Havana Seek Brokes, at 32 cts. M/W. 15% shrinkage, f. o. b. cars Connecticut, net cash.

20 bales 1917, 1st Caps. St. Clara, at $1.00 I. B., f. o. b. Philadelphia.

L. BACO.

Lancaster County Tobacco News

THERE was considerable apprehension early in July of damage to the tobacco crop on account of drought, but rains which visited different sections of the county relieved that condition, and warmer weather succeeding, caused a rapid growth of the plants, so that as it appears now, the crop will develop into one of the best and earliest that has ever been grown in Lancaster County.

Growers are already topping the most advanced plants and most of the tobacco is so far advanced that there appears to be a safe margin before the time when there will be any danger of frost. There has been little damage from cutworms.

The "Lancaster Examiner" on July 24th said that Havana tobacco, which is grown in a narrow belt along the Susquehanna River in the vicinity of Washingtonboro, is always the first to be harvested and almost invariably the first to be sold. The buying of this tobacco is now in progress, the growers selling their crops in the field. However, it will soon be ready for harvesting. The number of growers of Havana is limited, but with only a few exceptions all have sold. The proportion of growers of Havana is so small as to have but little, if any, effect on the many growers of Pennsylvania seed leaf. The prices paid range from forty to forty-five cents, the buyer taking every chance of crop failure, which is now slight, as the harvest is about to be made, unless there should be a hail storm visit that section and damage the plants. In this case the buyer does not assume the responsibility for the damage.

Just as the buying of the Havana crop in the field is no guide for the growers of seed leaf, so also are the prices paid no criterion. Sales of Havana as a rule always have been made at prices in excess of those paid for the seed leaf. So far no buying of broad leaf crops has been reported. Both growers and packers are speculating on what will be paid and in a quiet way are sounding out each other. It is quite evident that the grower expects to receive as much if not considerably more than he received for his tobacco last season.

A tobacco man in Lancaster County received an order from a man in Brazil for fifteen varieties of tobacco seed, of which he was able to furnish twelve. The other three asked for were Turkish, Grecian and Macedonian seed.

"Commerce Reports" estimates the tobacco crop of the Transvaal, South Africa, at about eleven per cent. below normal. This district produces the bulk of the crop of the South African Union. In the Orange Free State the crop is about normal.

MELACHRINO

Every man who comes into your store is a reason for selling Melachrino

NINES, FIVES, FOURS—PLAIN and CORK TIP

"The Cigarette elect of all nations"

M. Melachrino & Co.
1790 Broadway
New York

CIGARETTES

The Tobacco Rations of Our Allies

Washington, D. C.

COMPARISONS have been made by the tobacco section of the War Industries Board of the tobacco rations issued by Great Britain, France, Italy and Belgium with the proposed ration for the United States forces, to find how much tobacco must be conserved in this country to supply the needs of our allies.

The British War Mission furnished the figures for the United Kingdom, and reported that the manufactured output of tobacco products last year was 177,000,000 pounds, 29 per cent. of which was tobacco and 70 per cent. cigarettes. The military forces consumed 40 per cent. of the total output. It is essential that shipments from the United States keep pace with the present estimate consumption. Taxes on tobacco in Great Britain have been materially increased.

The French Minister of Finance has estimated that this year the manufactured output of tobacco in France would be approximately 135,000,000 pounds, providing shipments of raw materials go forward from this country in sufficient quantity. Of the total output, approximately 40 per cent. is allocated to the military forces. There have been large increases in the price of tobacco in France.

The Minister of Finance for Italy reports that the total consumption this year in that country will be about 75,000,000 pounds of leaf tobacco. Of this quantity about 75 per cent. is American grown. Consumption by the army and navy is about 45 per cent. of the total, probably one-third of which is issued free to the men either in the form of tobacco, cigarettes or cigars, but only those actually at the front or under fire are allowed free rations of tobacco. Soldiers and sailors in the zone of operation, but not actually at the front, or those on leave, pay for their tobacco.

The Belgian Commission for the Purchase of War Supplies is buying tobacco, cigarettes and cigars from manufacturers in this country for shipment to Belgian troops.

The per capita consumption of tobacco products in this country is 7½ pounds per annum; in Great Britain, 4 pounds; in France, 3½ pounds, and in Italy, 2 pounds.

C. L. L.

The Amsterdam Tobacco Market

AMSTERDAM is recognized as the world's principal tobacco market, and the amounts annually realized from the leading grades of tobacco have been as high as $50,000,000.

According to official statistics the 1917 imports of the various kinds of leaf tobacco into Holland amounted to 30,256,955 kilos, or 66,565,301 pounds. The tobacco disposed of at the Amsterdam market comes largely from the Dutch East Indies, principally from Sumatra and Java; minor quantities are imported from North, South and Central America.

The 1916 Sumatra crop, placed on the market in 1917, was of exceptionally good quality. Climatic conditions were most favorable throughout the season, so that the tobacco was fully ripe and the leaves were rather large, although the colors were not altogether clear. Experts are of the opinion that tobacco not entirely ripe is ordinarily of clearer color. The Java crop was about the same as that of the previous year, which was considered of fair quality.

Practically since the outbreak of the war local firms importing from the Dutch East Indies enjoyed the privilege of regularly obtaining tobacco and selling or exporting it, without any restrictions. But during the latter part of 1916 and the first half of 1917 the Netherlands steamship companies were obliged to carry first of all food products, which were badly needed in Holland, and therefore but limited space was available for carrying tobacco. The last shipment from the Dutch East Indies direct to Amsterdam arrived in June, 1917, and after that time there was practically no shipping at all, owing to the lack of bunker coal. Foreign ships were, of course, not available. The total arrivals from the Dutch East Indies and British Borneo during 1917 are estimated by leading brokers at 178,849 bales as compared with 761,163 bales in 1916 (the bale averaging about 171 pounds). To these must be added 52,630 bales, the stock on hand December 31, 1916.

Tobacco is disposed of in Amsterdam at public sale, of which there are usually 10 or 12 each year. During 1917, however, only three sales were held, at which 87,356 bales of Java, 62,102 bales of Sumatra, and 797 bales of Borneo tobacco were sold. Aside from this, small quantities of Brazil, Domingo, and a few other brands were offered, for which it was possible to obtain shipping space by special arrangement. The 87,356 bales of Java were divided into 50,030 bales free tobacco (tobacco allowed to be exported), which realized $0.45 per half kilo (1.1 pounds), and 37,326 bales of N. O. T. tobacco (tobacco consigned to the Netherlands Oversea Trust and intended for home consumption only), realizing $0.28 per half kilo. Of the 62,102 bales of Sumatra, 59,708 bales were free tobacco, selling at $1.05 per half kilo, and 2394 bales were N. O. T. tobacco, selling at $0.40. The 797 bales of Borneo tobacco (N. O. T.) realized $1.29 per half kilo. All these prices were the highest on record, and were due to the limited quantities received and to the exceptionally good quality of the tobacco.

Tobacco exports from the Amsterdam consular district to the United States declined greatly in 1917. Only 1,439,261 pounds, valued at $1,968,358, were shipped, against 5,772,763 pounds, valued at $8,634,974, in 1916. A large part of the tobacco purchased by Americans was loaded on the Dutch steamers Maasdyk and Poeldyk, but these steamers, ready for sailing for many months, were detained by the Dutch Government, and, according to reports, the American buyers preferred to unload and dispose of their tobacco on the local market, making good profits.

A DADDY HE CAN BRAG ABOUT

Now, all you boys in olive drab,
Come smoke a good luck pipe with me,
I'll read your fortune in the smoke
An' tell you all the things I see.

I see three kiddies, plain as day—
One says "My pa owns everything,
A million million dollars, too."
The other says "My pa's a king."

An' then the littlest kid of all
Swells up until his buttons tear—
"Shucks, they ain't in it with my dad!
Why, fellers, he fought Over There!"

Here's luck, you boys in olive drab,
Good fortune bring you safely out
And give some littlest kid some day
A daddy he can brag about.

Velvet Joe

"Velvet" advertising is more important than ever for the dealer this year. Full pages in the great national weekly and monthly magazines are telling the Velvet story now."

44

LIPSCHUTZ'S 44 CIGAR
ADLON 10c CIGAR

The achievement of the Lipschutz Standard in cigars represents twenty-five years of close co-operation with the *trade* and the *consumer;* it is the result of an ideal that cannot be satisfied with anything short of perfection, and the result is a nation-wide prestige.

Through the growth of public approval the consumption of cigars made by the Lipschutz Standard is increasing every year.

The "44" oval products are marketed under a name that carries with it a responsibility for quality.

"44" Cigar Co., Philadelphia

P. Lorillard Co.
Business Established 1760—158 years ago.
We furnished tobacco for the soldiers of the
Revolutionary War (1775—1783)
War of 1812 (1812—1815)
Mexican War (1846-1848)
Civil War (1861-1865)
Spanish War (1898)
and are now furnishing
Climax Plug "The Grand Old Chew"
to the soldiers fighting for the
Liberty of the World.

MANUFACTURED TOBACCO IMPORTS INCREASE

Washington, D. C.

FIGURES now being compiled by the Department of Commerce will show an increase of a million dollars in our imports of cigars, cheroots and cigarettes during the eleven months ended with May, 1918, as compared with the corresponding period of 1917, while the total is two and one-half millions greater than for 1916.

During the first eleven months of the fiscal year 1918, our imports of cigars, cheroots and cigarettes totaled 4,126,748 pounds, valued at $6,904,981, while during the corresponding period of the preceding year they totaled but 2,517,702 pounds, worth $5,975,830, and in 1916, 1,521,179 pounds, with a value of $4,310,895.

Imports of all other manufactures of tobacco during the same period totaled $125,205, against $106,005 in 1917 and $122,711 in 1916, making the total imports of all manufactures $7,030,186, against $6,081,835 in 1917 and $4,433,606 in 1916.

The following table shows in detail the imports of cigars, cheroots and cigarettes for the eleven-month periods of the last three years:

CIGARS AND CHEROOTS.

	Pounds.	*Value*
From Philippine Islands:		
1916,	961,809	$1,210,492
1917,	1,904,606	2,269,518
1918,	3,654,725	4,064,276
All other sources:		
1916,	509,773	3,034,148
1917,	576,590	3,653,700
1918,	453,193	2,805,429

CIGARETTES.

From Philippine Islands:		
1916,	14,006	12,365
1917,	19,932	12,631
1918,	11,506	9,167
All other sources:		
1916,	35,591	53,890
1917,	16,574	39,981
1918,	7,324	26,109

C. L. L.

BIG DEMAND FOR INSURANCE IN SOUTH

Insurance companies throughout the South are reporting record-breaking demands for coverage on big tobacco lines in various sections. Requests for insurance are being received from sections where tobacco had not previously been grown, showing that the industry is becoming permanently established in sections heretofore devoted to the raising of cotton. This, it is declared, is particularly true in southern and southwestern Georgia, where the ravages of the boll weevil have marked the exodus of the cotton industry.

In the neighborhood of Fitzgerald and Nichols, Ga., a number of tobacco warehouses are being erected, and at the former place a large warehouse of brick construction and composition roofing is being built, backed by Kentucky capitalists.

The crop in South Carolina is reported to be the largest in history, and there is a big demand for insurance in that section. The same situation prevails in North Carolina as well.

C. L. L.

Stop! Look! Listen!

This is the psychological moment for you to begin to use domestic wrappers. The condition of the imported wrapper market is dangerous. If you don't look out you will work another year for nothing, or perhaps at a loss.

$1.85 per pound duty; labor higher than ever; fillers and binders higher than ever; and imported wrappers dangerously high; these facts spell---NO PROFIT FOR YOU---unless you use

Connecticut Shade Grown or Georgia and Florida Wrappers

American Sumatra Tobacco Company
142 Water Street, New York

STICK TO Cinco - IT'S SAFE

The smokers who buy and the dealers who sell 200,000,000 Cinco Cigars a year appreciate the protection of a brand manufactured with 68 years experience and with the most painstaking consideration for quality – and quality alone

FISENLOHR'S Cinco CIGARS

6 cents - *to preserve the quality*

FACTORY BRANDS:

BOUQUET DE PARIS — LONDON JOCKEY CLUB
FAVORITA ESPANOLA — EL MARVELO
JUANA DIAZ

Neudorf's

BOUQUET DE PARIS

"The Havana Cigar of Exclusive Mildness"

The cigar that is PREFERRED by United States Senators, Eminent Bankers, and other professional men who are exceptionally discriminating. This proves the unusual merit of Neudorf's *Bouquet de Paris* Cigars.

Write at once for prices and territory

MINDEN & DAVIS

MANUFACTURERS

1809-1811 First Ave. - New York City

Cigar Store Salesmanship

(Continued from Page 16)

cesses, but there are less of them than some employers seem to imagine.

The proprietor of a store ought to understand that the best class of prospective salesmen looking for positions, are just as anxious to get the right sort of employers as those employers are to get the right sort of help.

The employee has the same right to be discriminating that the employer has, and he is exercising that right with a good deal more intelligence than ever before. He knows what cigar store managers are making good and helping their men to make good, and that is the kind of a boss he is looking for.

The clerk and the proprietor must be co-operating forces. Neither can hope to succeed in spite of the other, but either may expect success with the help of the other.

RAW TOBACCO EXPORTS INCREASE

Washington, D. C.

AN increase of a million dollars, despite the elimination of two countries as markets for the American product, is shown in the exports of unmanufactured tobacco during the eleven months ended with May, 1918, as compared with the corresponding period of 1917, in statistics now being gathered by the Department of Commerce. This increase, however, is due entirely to the rising market for tobacco, as the quantity shipped fell off 133,000,000 pounds.

During the period in question exports of unmanufactured tobacco totaled 252,678,952 pounds, valued at $57,647,206, against 385,370,550 pounds, worth $56,265,123, in 1917, and 374,089,311 pounds, with a value of $44,295,464, in 1916. How these quantities were distributed among the various countries is shown by the following table:

	1916	1917	1918
Belgium,	.....	.....	$6,500
Denmark,	$559,241	$1,823,673	.....
France,	6,915,990	6,943,225	10,134,136
Italy,	4,133,176	4,734,720	4,970,056
Netherlands,	4,591,700	5,892,821	178,239
Norway,	1,079,472	585,326	156,827
Portugal,	385,127	283,380	780,091
Spain,	616,547	620,553	2,412,077
Sweden,	436,105	396,420	.....
Switzerland,	351,030	131,390	585,527
United Kingdom,	15,543,561	22,515,727	23,056,958
Canada,	3,016,154	3,012,897	5,353,554
Mexico,	200,843	191,170	260,290
Argentina,	213,078	612,033	324,361
China,	1,034,210	1,386,146	2,156,679
Hongkong,	1,002,011	662,260	1,957,776
Japan,	180,529	509,971	830,247
Australia,	1,541,870	3,073,448	1,615,847
British West Africa,	883,174	1,378,367	1,299,639
French Africa,	485,209	481,282	372,243
Other countries,	1,126,437	1,030,314	1,196,159

C. L. L.

Tobacco added to the "Rations" of Fighting Men

YOU have heard that Smoking tobacco has been added to the regular Army rations. Here is the order:

"To each soldier of the American Expeditionary Forces, daily, four-tenths of an ounce of Smoking Tobacco and *ten cigarette papers.*"

What a testimonial for the "Makings," for "rolling your own" especially and for **"BULL" DURHAM** in those three words—

"ten cigarette papers."

Is there a single American anywhere, who ever rolled his own, who can read that order and not say:

"Good old 'Bull,' you are where you belong—in the rations of fighting men."

THE AMERICAN TOBACCO COMPANY

NEW YORK

The "Making's" of a Nation

BAYUK BROS.

"HAVANA RIBBON"

THE PERFECT CIGAR

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.
To Dealers—
Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.
P. B. GRAVELY TOBACCO CO.
DANVILLE, VA.
DEPT. A

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New York Offices, 5 Beekman Street

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Meeting 1st Thursday of each month at Masonic Temple, 310 Lenox Ave., New York.

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Meeting 4th Tuesday of each month at Hotel McAlpin.

Death of Roger G. Sullivan

ROGER G. SULLIVAN, of Manchester, N. H., died on July 13th. Mr. Sullivan was the owner of the "7-20-4" cigar factory. He was sixty years old.

Mr. Sullivan was one of the most widely known manufacturers of cigars in the United States, and the annual production of "7-20-4's" was thought to be greater than that of any other ten-cent cigar in this country. Mr. Sullivan started in the business about forty years ago, in Manchester at No. 724 of a certain street and took the number as the name of his principal brand. In the course of his long business career, Mr. Sullivan made many close friends in the tobacco trade, due to his high reputation for honor and integrity in their closest relations to business, as well as to his engaging personality.

To all who knew him his death is a personal loss, and at a meeting of the Executive Committee of the Tobacco Merchants' Association of the United States held on the twenty-third day of July, 1918, the following preamble and resolutions were unanimously adopted:

Whereas we have learned with profound regret of the death of our associate and friend

ROGER G. SULLIVAN

one of the founders and a director of this association, who by his rugged integrity, broad vision, splendid ability and manly disposition has been a commanding presence in the tobacco industry, and

Whereas, the Tobacco Merchants' Association senses keenly the loss of one who unselfishly and resolutely served the association from its inception, and in whom the entire trade recognized a most able and most lovable man;

Now Therefore, Be It Resolved:

That the Tobacco Merchants Association by these presents expresses its most sincere regret, acknowledges its great loss, and on behalf of the tobacco industry of the country offers deep condolences to the members of his family and to his business associates; and be it further

Resolved that these resolutions be spread in full upon the minutes of the association and a copy thereof presented to the bereaved family as an evidence of the high regard in which he was held by all of us.

MR. BONAR LAW'S FAVOURITE PIPE

This pipe, a silver-mounted army briar in a kidney case, was sold by auction at the Coal Exchange on June 24th, in aid of the Blinded Soldier's Children Fund (the object being that each child should receive 5s. per week up to the age of sixteen), and fetched £55 (about $275), the buyer being Messrs. Bewlay & Company, Limited, of 49, Strand, who are offering same again, the proceeds to go to this most deserving and worthy cause. A reserve price has been put on the pipe by Messrs. Bewlay, but all offers will be considered by them.—From London "Tobacco."

Some English towns are placing gas jets in public places for the benefit of smokers without a match. Many American smokers never seem to have any matches.

Washington, D. C.

DECLARING that the tobacco tax is very difficult to collect, F. W. Taussig, chairman of the United States Tariff Commission, recently appeared before the Ways and Means Committee of the House of Representatives, to submit a number of recommendations for its consideration in the drafting of the new revenue bill.

"The tobacco tax," said he, "especially that upon the retailers, is difficult to collect. It is possible to get effective statements from the large dealers, as in the case of the chain stores, such as the United Cigar Stores, or any chain of stores, because they have to make a statement, and the tax is easily collected from them. When it comes to the hundreds of thousands of small tobacco dealers, I should doubt very much whether there was a successful collection of the floor tax. I refer to them because they affect what might be the expectation in case of an increased customs duty put upon coffee or tea, or conceivably, upon sugar.

"The general character of the legislation suggested is something like this: That when a bill providing for increased customs duties or high internal revenue taxes is introduced and reported to the House by your committee you shall, if the emergency seems to require it, put into it a clause stating that there is a public emergency for the immediate collection of these revenues, and that all persons importing the commodities upon which the duties are levied, or bringing into consumption such a commodity as tobacco, shall be required to give bond for the eventual payment for the period intervening between the report of the bill and its final enactment of the duties finally enacted."

NO MOONLIGHT EXCURSION FOR HIM

The "Congressional Record" is anything but light reading, yet it sometimes relaxes a little. Here, for instance, is a story told by Mr. Stevenson, "the gentleman from South Carolina," when he was speaking in favor of increasing the salary of mail carriers, who found it impossible to meet the high cost of living on the basis of present compensation.

A negro was standing an examination for the position of rural free delivery carrier. Among other questions written for him to answer was this poser:

"What is the distance between the earth and the moon?" His prompt but indignant reply was: "See heah! If you's a-going to put me on dat route I quit right now."

WANTED—By largest firm in the trade to represent in India a first-class American Tobacco Factory. Tobaccos to be packed in ¼-lb. vacuum tins, cigarettes in fifties—vacuum tins, and one or two brands in sliding paper packets of 10.

D. MACROPOLO & CO., Calcutta, India.

Every Business House

In the Tobacco Industry

Should have this book

A newly compiled addenda sold with the National Directory of Cigar Manufacturers makes this book a complete record of the cigar and tobacco manufacturers of the United States, with the exception of the Twenty-eighth District of New York.

To dispose of the balance of this edition it will be mailed with the addenda on receipt of **THREE DOLLARS**, Cash, Money Order or Check.

This is the latest and most up-to-date directory published, and was compiled in 1917.

In addition to the list of cigar and tobacco manufacturers, there is also an extensive list of cigar box manufacturers, wholesalers and jobbers of cigars and tobacco products, company stores and brokers. Nearly four hundred pages in all.

Don't delay in sending your **THREE DOLLARS** for your copy. Make checks or money orders payable to **THE TOBACCO WORLD.**

No complete directory, such as this, has been issued in the tobacco trade for at least ten years. It may be ten years before another is printed.

GET YOURS WHILE THE EDITION LASTS

The Tobacco World

236 Chestnut Street

Philadelphia

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

JOSE F. ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

H. NEUBERGER COMPANY
Incorporated
130 Water Street
New York
IMPORT EXPORT
LEAF TOBACCO

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306 NO. THIRD STREET, PHILADELPHIA

The Flat Tax

(Continued from Page 8)

statistics it would mean about $40,000,000, whereas the Tobacco Merchants' Association suggestions with a graduated tax will total $49,000,000.

The letter says, "In justice to ourselves and for the benefit of the trade in general," consideration is sought for the flat tax. This really means for the benefit of E. Regensburg & Sons, for the other cigar manufacturers who can see beyond their noses know full well that not only does the Government of this United States *need* the money, but that it intends to *get it.*

A government conducted by able men does not intend that the man who can afford a "flivver" shall pay exactly the same war tax on it as a man who owns a Fierce-Sparrow; nor does the trade in general want stogies and Class "B" cigars to carry the same identical war tax as Class "C," "D" and "E" goods.

It is the retailer and consumer who will decide the equality of the tax arrangement on cigars, and certainly neither of them want a flat tax.

Mr. Regensburg would hardly feel that he has been treated fairly if he was asked to pay the same rate on his income as is demanded from a Rockefeller or a Morgan, yet he wants the smoker of the cheap cigar to carry the same burden as the man who smokes a twenty-five-cent or fifty-cent product.

Our first duty is to our Government, our only aim being to prevent the industry being taxed out of existence. We know that we must stand a higher tax, and by all the laws of mankind that tax should be in some proportion to the retail price of the goods.

We believe that the cigar manufacturers who have made their suggestions to the Government have looked at the problem in a broad-minded light; they have offered all that they think the industry can stand, and certainly the Government will not take less.

The postscript to the above letter emphasizes the entirely individual attitude of the writer of it, without a serious consideration, first, of the needs of the nation, and second, of the rights of the consumer.

A flat tax on cigars would be an enormous mistake. And it certainly would not drive Class "B" smokers to Class "A" goods, if the past nine months' record is to be taken as an indicator.

It is true that eight-cent cigars can honestly be sold at three for twenty-four cents, and seven-cent cigars can, by the same calculation, be sold at three for twenty-one cents. We fail to see any camouflage about this.

And it is a mighty poor time to start a quarrel over tax suggestions; the Government will take all that it thinks it can reasonably get, but it will naturally expect to get the most from the cigar carrying the higher price and the accordingly higher rate of profit.

The Class "B" manufacturer has lived by volume alone, and once this volume is seriously cut, Class "B" cigars will go out of existence, and with it a $3 a thousand Internal Revenue Tax.

There are 179 cigar and tobacco establishments in Buenos Aires, Argentina, with an invested capital of $1,579,330, a total production of $2,416,961, consumption of raw material valued at $1,126,378 and the number of persons employed about 3000.

LEAF IMPORTS INCREASE

Washington, D. C.

IMPORTS of leaf tobacco are increasing steadily, according to statistics now being compiled by the Department of Commerce, which show that, during the eleven months ended with May, they totaled over $39,000,000, as compared with approximately $21,000,000 for the corresponding period of 1917 and $19,000,000 in 1916.

Of the total imports, those of leaf not suitable for wrappers forms the greater part, the total being 62,136,337 pounds, valued at $34,479,803, this year, against 38,156,086 pounds, worth $18,437,345, in 1917, and 37,626,250 pounds, with a value of $15,516,584, in 1916.

Imports of leaf suitable for wrappers amounted to 4,240,311 pounds, with a value of $5,252,224, as compared with 2,545,701 pounds, valued at $3,193,338, in 1917, and 2,976,459 pounds, worth $4,074,513, in 1916. The following table shows in detail the imports of both varieties of leaf for the three years in question:

	Pounds.	*Value.*
1916.		
WRAPPER LEAF.		
Imported from—		
Netherlands,	2,881,326	$3,926,900
Canada,	20,808	19,996
Cuba,	61,396	125,983
Other countries,	12,929	1,634
OTHER LEAF.		
Imported from—		
Greece,	7,148,579	3,236,671
United Kingdom,	1,346,295	495,675
Mexico,	521,673	36,858
Cuba,	21,754,054	11,010,607
Other countries,	6,855,649	736,773
1917.		
WRAPPER LEAF.		
Imported from—		
Netherlands,	2,230,957	2,782,210
Canada,	66,528	76,762
Cuba,	130,004	274,475
Other countries,	118,212	59,891
OTHER LEAF.		
Imported from—		
Greece,	6,690,030	3,054,341
United Kingdom,	125,212	84,659
Mexico,	1,729,666	189,689
Cuba,	21,305,305	13,794,844
Other countries,	8,305,873	1,313,812
1918.		
WRAPPER LEAF.		
Imported from—		
Netherlands,	353,172	575,289
Canada,	86,113	182,916
Cuba,	176,303	266,563
Other countries,	3,624,723	4,227,456
OTHER LEAF.		
Imported from—		
Greece,	16,592,566	14,365,528
United Kingdom,	44,982	58,844
Mexico,	483,679	132,136
Cuba,	18,710,581	14,226,361
Other countries,	26,304,529	5,696,934

C. L. L.

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

TURKISH CIGARETTES
CADO COMPANY, INC.
145 Lafayette Street - New York City
BRANDS { Fifty-Six - - - - - 10 for 25c
Cado - - - - - 10 for 15c
Water Lily - - - - - 20 for 15c

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
East End Avenue and 81st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.
LIVE DISTRIBUTORS WANTED

Advertise Your Brands
in
The Tobacco World

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	**(see Note A),**	**$5.00**
Search	**(see Note B),**	**1.00**
Transfer,		**2.00**
Duplicate Certificate,		**2.00**

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

CAMP DIX:—40,720. For cigars, cheroots, stogies, cigarettes and tobacco. July 1, 1918. F. M. Howell & Co., Elmira, N. Y.

CAMP WADSWORTH:—40,721. For cigars, cheroots, stogies, cigarettes and tobacco. July 1, 1918. F. M. Howell & Co., Elmira, N. Y.

CAMP FORT BENJ. HARRISON:—40,722. For cigars, cheroots, stogies, cigarettes and tobacco. July 1, 1918. F. M. Howell & Co., Elmira, N. Y.

CAMP SMOKERS:—40,723. For cigars, cheroots, stogies, cigarettes and tobacco. July 1, 1918. F. M. Howell & Co., Elmira, N. Y.

LINCOLN HALL:—40,724. For all tobacco products. June 7, 1918. American Litho. Co., New York City.

UNDERWRITER:—40,725. For all tobacco products. June 11, 1918. The Progress Cigar Co., Cincinnati, O.

THE WAG:—40,726. For cigars. June 8, 1918. L. P. Kimmig, Jr., Quakertown, Pa. This trade-mark is claimed to have been in actual, continuous use since about 1908, when it was adopted by Henry Schaffer, Phila., Pa., who had acquired it from M. Jacobs & Co., the original owner thereof, and from whom by various transfers title thereto was derived by the registrant.

SPEAKWELL:—40,727. For all tobacco products. July 10, 1918. The American Litho. Co., New York City.

SAM KRAFT:—40,728. For cigars, cigarettes and tobacco. July 10, 1918. F. M. Howell & Co., Elmira, N. Y.

SAMMIE KRAFT:—40,729. For cigars, cigarettes and tobacco. July 10, 1918. F. M. Howell & Co., Elmira, N. Y.

ARMY BIRD:—40,730. For cigars, cigarettes and tobacco. July 10, 1918. F. M. Howell & Co., Elmira, N. Y.

EAGLE LAND:—40,731. For cigars, cigarettes and tobacco. July 10, 1918. F. M. Howell & Co., Elmira, N. Y.

4-U-2:—40,732. For all tobacco products. July 6, 1918. Abraham Jagodnik & Son, Bronx, New York.

1918:—40,733. For cigars, cigarettes and fine cut tobacco. July 9. 1918. Levon Berberian, Providence, R. I.

1920:—40,734. For cigars, cigarettes and fine cut tobacco. July 9, 1918. Levon Berberian, Providence, R. I.

SEAL OF LEXINGTON:—40,735. For cigars. July 12, 1918. The John C. Guy Company, Inc., Lexington, Ky.

WATCH THIS

Washington, D. C.

A considerable number of firms doing an export business seem to have failed to remove from their mailing lists names that have been placed on the enemy-trading list, according to a statement of the censorship board of the Postoffice Department. The request is made that such firms as have neglected to make these eliminations promptly proceed to do so.

Firms desiring copies of the enemy-trading list may obtain them by applying to the Division of Information, War Trade Board, Twentieth and C Streets, Northwest, Washington, D. C.

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

FOR SALE—Contents of a small, neat factory, mostly new, in office building. Fine location. Electric light, steam heat; cheap rent. All at cost. Owner retires. Registered brands and imported bands at cost. Established 40 years. Robert Link, 2050 Amsterdam Avenue, New York City.

FOR SALE—SHORT FILLER SCRAP, made from all Ohio tobacco, price 30 cents. Also have fine lot Dutch tops for sale. Will buy low grades of all kinds. C. C. Ehrhart, Versailles, Ohio. Factory No. 9, Tenth District.

FOR SALE—Twenty-four Miller, DuBrul & Peters suction tables, in perfect condition. For a quick sale a very low price will be accepted. Address Box 151, "The Tobacco World."

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

WANTED

WANTED—Control of a factory in Pennsylvania, either in York or Lancaster Counties; factory making between 25,000 and 100,000 cigars weekly. Will want owner to run factory on so much per thousand basis. Address Box 235, care of "Tobacco World."

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made.
J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

HELP WANTED

CIGAR FOREMAN—Wanted in Philadelphia factory on suction work. Good opportunity for competent man. Address Box 234, care of "Tobacco World."

INTERNAL REVENUE REPORT ON CIGARS, CIGARETTES AND TOBACCO

The following comparative data of tax-paid tobacco products, indicated by monthly sales of stamps, are obtained from the statement of internal revenue collections for the month of May, 1918:

Products.	*May, 1917.*	*May, 1918.*
Cigars, large, Class A, No.	.....	106,168,430
Cigars, large, Class B, No.	.....	364,172,393
Cigars, large, Class C, No.	.....	137,815,349
Cigars, large, Class D, No.	.....	1,065,921
Cigars, large, Class E, No.	.....	1,576,119
Total,	764,557,420	610,798,212
Cigars, small, No.	93,377,800	83,494,279
Cigarettes, large, No.	2,976,200	2,128,473
Cigarettes, small, No.	3,069,537,736	3,361,426,426
Snuff, manufactured, lbs.	3,469,590	3,397,610
Tobacco, chewing and smoking, lbs.	42,122,930	31,729,197

Express companies have stopped their men from carrying trunks upstairs. If they stopped them from throwing them downstairs, the men would probably strike.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
INCORPORATED
LOUISVILLE, KY., - - U. S. A.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

CIGAR LABELS
We have on hand quite a number of very attractive Stock Labels, which we are closing out *with all rights to the title and design.*
This enables anyone to acquire a *Private Label* at a very insignificant cost. Write for samples and particulars.
LOUIS E. NEUMAN & CO.
257 W. 17th Street New York City

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

GARRETT H. SMITH, U. S. and Canadian Representative for
COMPAÑIÁ LITOGRÁFICA DE LA HABANA
Finest Imported Cigar Bands and Labels. Also GUMLESS Bands
NEW YORK OFFICE (Phone, Stuyvesant 7476) 106 E. 19th ST.

CIGAR BOX LABELS BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W
WM. WICKE RIBBON COMPANY
Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain
WOODHAVEN AVENUE, GLENDALE, NEW YORK

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET, LOUIS G. CAVA, Mgr.

HEYWOOD, STRASSER & VOIGT LITHO. CO.
26TH STREET & 9TH AVENUE, NEW YORK
MANUFACTURERS OF
CIGAR BOX LABELS BANDS AND TRIMMINGS
WESTERN OFFICE
30 N. La Salle St., Chicago, Ill.
CANADIAN REPRESENTATIVES
B. B. B. Co., Montreal, Canada
PHILADELPHIA OFFICE
322 Chestnut Street
SELLING REPRESENTATIVES
ADOLPH FRANKAU & CO.,
129 Fifth Avenue, New York City

LUCKY STRIKE Cigarette—a new flavor. It's toasted. Toasting holds the Burley flavor and adds to it. You don't eat raw meat. You don't drink raw coffee. You prefer toast to soggy bread. 95 per cent of your food is subjected to heat before you eat it, because the heating adds to the flavor and improves the taste. Like the greater part of the food which you place in your mouth, LUCKY STRIKE Cigarettes are subjected to heat. THEY'RE TOASTED. Toasting holds the Burley flavor and adds to the taste.

LUCKY STRIKE
The Real Burley
Cigarette
It's Toasted

GUARANTEED BY
The American Tobacco Co.
INCORPORATED

VOLUME 38 NO. 16

The TOBACCO WORLD

AUGUST 15, 1918

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U. S. Department of Agriculture.

In View of the Impending Increase in Taxation,

Manila tobacco is the salvation of the manufacturer of cigars retailing at ten cents or less.

We have arranged to be able to supply the trade with old, well-cured Manila tobacco, in perfect condition for working, at prices that will enable them to make reasonable profits.

PHIL-TO-CO

TRADE MARK

The Utmost in Stripped and Booked Filler Tobacco

Late cable advices from the Philippine Islands indicate that the new crop is being bought up at an advance of forty per cent. over last year's prices.

We are happy that our supply of old tobacco is sufficient to last for some time to come.

Our Phil-To-Co brand of stripped and booked Manila filler tobacco can be delivered to the manufacturer today at normal prices.

Our process of re-sweating and re-handling gives it a rich, high aroma and leaves it ready for immediate use. It is packed in barrels of 170 pounds each, by Spanish workmen, and is perfect in every respect.

We are pleased to send samples upon request.

Philippine Leaf Tobacco Co.

123 Maiden Lane **New York City**

Headquarters for Manila Tobacco in the United States

MADE IN BOND

FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.

PHILADELPHIA

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand Clear Havana Cigars

OFFICE AND FACTORY: TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

CHANCELLOR

The Acknowledged Leader Among Mild Sumatra Wrapped Havana Cigars

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TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE	FACTORY	WAREHOUSE
222 PEARL STREET	TAMPA	LEALTAD 129
NEW YORK	FLORIDA	HAVANA

BAYUK BROS.

"HAVANA RIBBON"

THE PERFECT CIGAR

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD.
A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
To Dealers: Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.
P. B. GRAVELY TOBACCO CO. DANVILLE, VA.
DEPT. A

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.

NEW YORK CITY

ROCKY FORD

HAND MADE **CIGAR** DELICIOUS FLAVOR

MANUFACTURED IN OUR NEWARK, N. J., FACTORIES

We also manufacture, at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 2 for 5c—3c each and 3 for 10c., giving the Jobber and Retailer an exceptional margin of profit.

UNION AMERICAN CIGAR CO.

General Offices, Pittsburgh, Pa.

For Gentlemen of Good Taste

San Felice

CIGARS

The Deisel-Wemmer Co.,

LIMA, O.

DISCRIMINATOR

7c CIGAR

an up-to-date smoke of fine aroma and character. Its satisfying qualities produce repeat sales.

BOBROW BROS.

Makers of the Bold Cigar

PHILADELPHIA

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The Tobacco World

Established 1881

Volume 38 — August 15, 1918 — No. 16

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

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PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

Investigate *Before*, not *After!*

DON'T go slip-shod into the matter of advertising, spend the appropriation, find that the plan *didn't work*, and then hold a long-winded conference to find out *why it failed*. It is *better business* to hold the conference, and do the *investigating* and *analytical* work *first*, rather than *after* the expenditures have been made.

Many a company has, *without* making an analysis of conditions, decided to use other media for their publicity when they *should have used* good business papers. Business Papers have *increased* so much in interest and value during recent years that the progressive merchant can't afford *not* to read them.

Business Paper Advertising is *not* the *only* good advertising, but on most propositions business papers should be used *regardless* of the additional kinds of publicity employed.

Apply the same good judgment to your *advertising department* that you do to the *other* departments of your business. Advertising is of equal and often *more* importance.

As Davy Crockett said, *"Be sure you are right, then go ahead."*

The Tobacco World
236 Chestnut Street
Philadelphia

Copyright, 1918,

The
UNIVERSAL
In Tampa

IN order to further improve our service to Cigar Manufacturers in Tampa, Key West, Jacksonville and other Florida cities, we have opened an office in Rooms 21 and 22

The First National Bank Building
Tampa, Florida

Phone: Tampa 2275

In Charge of Mr. I. H. Strauss

We shall earnestly endeavor to extend every courtesy and facility to the trade through our new office

Universal Tobacco Machine Company
79 Fifth Ave., New York
Factory 98-104 Murray St., Newark, N. J.

The Maintenance of an Inflexible Quality Standard in

CRESSMAN'S COUNSELLOR CIGAR

is reflected in the unvarying increase in consumer demand.

Good judgment favors stocking—displaying—recommending it everywhere

Allen R. Cressman's Sons,
Makers
PHILADELPHIA

EL TROVADOR HABANA

EL TROVADOR
CIGAR
MADE IN HAVANA
A High Grade Imported Cigar made of the finest Vuelta Abajo Tobacco grown on the Island of Cuba
CHARLES LANDAU & CO.
93 SAN RAFAEL STREET HAVANA, CUBA
45 WALL STREET NEW YORK

Let SIDNEY J. FREEMAN & SONS
123 Liberty St., NEW YORK
answer your
"S. O. S."
for
MANILA BINDER, FILLER and SCRAPS
Importations Direct From Manila

WANTED—By largest firm in the trade to represent in India a first-class American Tobacco Factory. Tobaccos to be packed in ¼-lb. vacuum tins, cigarettes in fifties—vacuum tins, and one or two brands in sliding paper packets of 10.
D. MACROPOLO & CO., Calcutta, India.

H. S. LOEWENTHAL S. LOEWENTHAL B. LOEWENTHAL
S. Loewenthal & Sons
Importers of Havana and Packers of Leaf Tobacco
123 MAIDEN LANE, NEW YORK

Volume 38

THE TOBACCO WORLD

Established 1881

Number 16

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year | PHILADELPHIA, August 15, 1918 | Foreign $3.50

Machinery Will Help Solve Some of the Problems Connected With Rising Manufacturing Costs

IF the labor shortage is not bringing any other truth home to tobacco and cigar manufacturers, it is surely arousing the curiosity of those not already informed as to the service that can be rendered by facilitating devices.

The most astonishing statement that we have heard in some time was made the other day by a manufacturer of clear Havana cigars and who employs strictly hand-made methods.

He said, "To make money in the cigar manufacturing game today requires a certain volume. That volume can be obtained by getting out a good cigar to sell around ten cents. I cannot do this because my labor and overhead costs too much. If I had my time to go over again I would investigate every possible device that would save time, labor or money, and I would use all the good machinery that I could. I will not change now, but mark my word, it is only a question of time, and it will be hastened by this war, when most of the cigars with any sale at all will be produced largely by facilitating devices.

"The handwriting is on the wall, but I am an old dog that can't be taught new tricks. I will eventually go out of business. The average smoker does not appreciate the hand-made cigar and he does not know the difference between the various methods of producing cigars—and he does not care. If the cigar pleases him, he is sold on it. Mechanical devices will eventually revolutionize the cigar industry."

The brand that succumbs now would seem to be as good as lost. After the war a new type of business man will appear and the manufacturer who has not prepared to put his fences up while he still has the time will be left behind in the race.

The average dealer does not know how a cigar is made. The fact that it sells is all he wants to know. If you went into a cigar dealer's store and pointed out the brands produced by facilitating devices he would probably call you a liar. And what difference *does* it make. The cigar sells. He should worry! The smoker should worry! But the manufacturer who sees his sales falling does worry.

A manufacturer was sitting in the office of a Western jobber one day when the jobber said, "You know, a smart young cigar salesman offered to bet me $1000 that your cigar that I am selling is not wrapped with an imported wrapper." The manufacturer said nothing. "Shall I take the bet?" inquired the jobber. "I would not take it," said the manufacturer. "What!" exclaimed the jobber, "do you mean to tell me that this cigar is not wrapped with an imported wrapper?" "Yes," said the manufacturer, "I do. You never asked me, and I did not volunteer the information." "Well, of all the rotten tricks," said the jobber. "I am through——" "Just a minute," interrupted the manufacturer, "go to your books and see how this cigar has sold since you put it in a year ago." He got up and looked. Presently he came back. "Your orders to us are double this month what they were a year ago," said the manufacturer. "Am I right?" "Yes," said the jobber. "Then," said the manufacturer, "if your business has doubled and your customers are satisfied, what does it matter?" "You are right," said the jobber, "it does not matter. I don't care if you use scrap if the cigar sells."

Who cares whether a cigar is hand-made or machine-made so long as it sells and pleases the consumer?

The fundamental idea of business, so far as we are able to learn, is to make money out of it. To make a cigar at a profit is the first business of the cigar manufacturer.

We are eating all kinds of food substitutes these days and don't know it half the time. The average cigar smoker does not know whether the tobacco was stripped by hand or machine or whether the cigar was hand-made or produced by facilitating devices. And the happy fact is that the average smoker does not care.

Prejudices in business are stumbling blocks and not stepping stones.

Philippine Tobacco Exports Breaks All Records

Manila, P. I.

PHILIPPINE tobacco products exported in 1917 broke all previous records both as to quantity and value, according to the annual report of the collector of customs. Of the total export of 284,525,000 cigars, valued at $4,794,000, 202,199,000, worth approximately $3,362,980, were shipped to the markets of the United States. In 1916 there were but 111,478,000 Philippine cigars marketed in the United States, with a value of $2,033,141. The comparison with the year 1915 shows a still more pronounced increase. In that year a total of 61,170,000 Philippine cigars were shipped to the United States, and their value was only $1,151,222.

Buyers who are now in the field buying the new Philippine crop report that it is what is known as a "quality" crop, being heavy in oil. As a result it will be two years before the leaf will be in shape for manufacture, which will mean a heavy drain on the stocks of some factories, which are already running low in view of the heavy demand for Philippine cigars in the American market during the past year. The larger factories have fortified themselves with a large surplus supply of the crops of former years and expect to be able to meet the demands of their trade.

The Philippine manufacturers and exporters are concerned over the increase in freight charges, which may make it impossible to retail the popular brands of Manila smokes in the United States at five cents. Full details on the new freight charges are still awaited and nothing definite can be announced as to the effect on the trade until the schedules are at hand.

According to the collector's statement, the total value of all tobacco exports, including cigars, cigarettes and leaf, reached the sum of $7,150,540 for the year, as compared with $5,826,174 in 1916 and $3,704,934 in 1915. The greatest gain is in cigars, being the highest recorded, although cigarettes likewise established a new record.

The report contains the following table, showing the total number and values of cigars exported from the islands to all countries and to the United States during the years 1899 to 1917:

Year.	*All Countries. Thousands.*	*United States. Thousands.*
1899,	196,090	708
1900,	172,659	1,376
1901,	238,475	72
1902,	117,852	698
1903,	118,947	107
1904,	104,753	57
1905,	95,739	728
1906,	108,635	1,690
1907,	114,665	1,526
1908,	115,881	1,182
1909,	151,457	37,076
1910,	184,407	61,526
1911,	134,830	38,112
1912,	190,842	90,000
1913,	191,762	71,513
1914,	154,753	56,205
1915,	134,648	61,170
1916,	193,026	111,478
1917,	284,525	202,199

G. L. M.

American Cigarettes Popular

Washington, D. C.

AMERICAN cigarettes continue to increase in popularity in the Far East, according to reports secured by the Department of Commerce, which show that during the first eleven months of the fiscal year 1918 our exports of that commodity totaled 8,577,143,000, with a value of $16,176,059, as compared with 5,600,605,000, worth $10,521,945, in 1917, and 2,291,941,000, with a value of $322,782, in 1916.

Of this great amount, by far the largest part goes to China, where during the eleven months ended with last May, our yellow brothers smoked 5,193,131,000 cigarettes, worth $9,011,781, two billion better than his record of 3,909,982,000 in 1917, worth $7,736,864, and far ahead of his capacity in 1916, when he was just learning to smoke, and used but 1,278,568,000, valued at $2,147,926.

His neighbors in the Straits Settlements and Siam, however, are cutting out the "fags," for the first named consumed this year only 773,024,000, with a value of $1,056,503, against 1,123,205,000, worth $1,631,765, in 1917, and 594,140,000, valued at $832,342; while Siam, who used 128,000,000 cigarettes in 1916, valued at $246,032, and jumped her consumption up to 214,000,000, valued at $402,171, this year absorbed but 138,500,000, with a value of $222,048.

Only a slight increase is registered for Panama, the figures being 56,505,000, worth $106,840, in 1916; 56,776,000, valued at $127,529, in 1917, and 66,127,000, with a value of $184,958, in 1918.

The unspecified countries, for which no individual records are kept, however, are coming right along, having jumped from 234,728,000, worth $436,759, in 1916, to 296,632,000, valued at $613,616, in 1917, and 2,406,361,000, with a value of $3,700,769, in 1918.

C. L. L.

The War Saving Stamp Campaign Needs A Greater Impetus in The Tobacco Industry

REPORTS indicate that the Tobacco Industry is not making the showing that it should in the War Savings Stamp Campaign.

The calls made upon the tobacco industry to invest in Government securities and to contribute to organizations, aside from the various forms of taxation, is no greater than that made upon every other industry.

Last February, Harry A. Earnshaw wrote a splendid article entitled, "The Capital of the United States is Missouri." It was read and commented on from Coast to Coast, and reprinted by organizations and Government Department Bulletins.

The message of this article was that the tobacco trade must contribute in every possible way to the winning of the war, and that meant the buying of War Savings Stamps and Liberty Bonds, and contributions in one way or another to the organizations approved by the Government.

Mr. Earnshaw said that the tobacco trade must justify its existence, and that it could best do it by putting the "Winning of the War" ahead of everything else.

It ought not to be considered any great sacrifice to buy War Savings Stamps. They represent an investment paying compound interest. They can be redeemed for the amount paid, plus interest, at any time. The money contributed to the War in this way is in no sense a gift but rather, evidence of thrift.

It may pinch a little to invest money just at this time. But we must remember that this money is absolutely essential to the "Winning of the War." The longer the Kaiser and the Prize Quince are allowed to ravage Europe the longer we will have to bear the financial and industrial burdens of the war, and the longer the war lasts the greater will these burdens become.

War Savings Stamps represent one method of putting the "Yeggman of Berlin" where he belongs without giving him time to get an asbestos lining for his apartment or to equip it with a refrigeration plant.

The Government asked us to buy Liberty Bonds until it hurt, but we must do everything that will help win this war until it hurts. What if it does hurt? How about the fathers, sons and brothers that are contributing their lives? This is the greatest investment of all, for those of us who live will draw the interest by spending the rest of our days in a world of Peace.

Take a moment and reflect over the casualty list today. Can you hesitate to invest in War Savings Stamps when you read the list of "Killed in Action"? War Savings Stamps are an effectual means of stopping the publications of such lists for all time.

If life itself is not too dear, too precious, to sacrifice in this great cause, is any sacrifice too great to demand of those of us who are at home with our kin, and in a land untouched by the flame of War?

Do you not suppose that the Government keeps a watchful eye on the contributions of the different industries, and knows with fair accuracy just how much real effort is being made to bring Victory to the flags of the Allied Hosts? If we honestly know that we are not doing our share we need not be surprised that the Government shows but slight consideration in arranging the taxation for this industry.

On page 13 is a message to the tobacco trade. It says, "Buy and Sell War Savings Stamps." It is a call to every manufacturer, to every jobber, to every dealer and every salesman to do his utmost—not tomorrow, but *NOW*.

Let the tobacco industry be able to say that it did more than its share in loaning money to the Government in this time of dire need. Let it be said that we loaned it *not* because we were richer or that we had it, but because we *sacrificed in order to loan it*.

After all it is MONEY that will win the war. It takes Money to supply and train soldiers, to build aeroplanes, guns and ships. It takes Money for nurses, for hospitals, for ammunition and for everything large and small that is needed.

Start today to Buy and Sell War Savings Stamps. These are securities that pay compound interest in more than a money way. We want to see this war ended, but it never will be until every member of the tobacco trade has made up his mind to put that one thing uppermost. And that means, among other things, buying War Savings Stamps with the definite purpose of bringing the Beast of Berlin into the World Court of Justice.

Every retail cigar dealers' and jobbers' organization in the country should get behind this movement without delay and make it the first subject of discussion at every meeting.

CAN WE DO LESS?

February 21, 1918.

Editor, Tobacco World,
Philadelphia, Pa.

Dear Sir:

I have read carefully, "The Capital of the United States is Missouri." It is a wonderful article, and not only I read it but I made every Director of the United Cigar Stores Company read it, and the result has been that from now on the United Cigar Stores Company's motto will be "War First and Business Afterwards."

I am glad to say that we have been able to do a great many things for the Government during the War, but I know that we can do more, and we are going to do it.

With kindest regards,

Very truly yours,

EDWARD WISE,
President.

Cigar Store Salesmanship

By Frank Farrington

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CHAPTER IX

The Salesman and His Pay

IN the salesman's own mind, and in the mind of his employer, there is a constant connecting of the man with his salary. It seems to be natural to think first of what he is paid rather than of what he can do.

Of course, this is wrong. The cigar-store manager who is hiring salesmen ought to give primary consideration to what a salesman can do rather than to what he is to be paid. And the salesman himself ought to think first of what he can do to make himself worth more to his employer, rather than of the amount of salary he is getting.

The amount of a man's salary is not nearly as important as the way it is earned. The amount of the salary has to do with today only. The way it is earned has to do with tomorrow and all the future.

The salary a salesman or clerk receives when he first starts in on his work may perhaps be earned easily enough by doing merely what he is told to do in the way he is told to do it. After a little experience he may succeed in selling enough goods to pay his salary, doing that much without any great effort. But the man who is satisfied to earn only what he is paid, will never get very far into big business. The chap who wants to get along up the ladder will have to be looking for opportunities to do more than he is paid to do, to sell more than just enough goods to keep his job.

The greatest difficulty confronting many cigar dealers today is that of how to get the right kind of clerks and managers. There is no trouble in getting men who are honest, who will work a given number of hours per day and keep sober. Men who will obey orders are not very hard to find. The woods are full of men who do just well enough, but no business ever grew to a real success on the basis of "well enough" work.

In business it is a good deal as it used to be in school. We all remember plenty of scholars who were always on time, who always put up a pretty fair recitation and never made the teacher any trouble, but these were not the students who usually received the highest marks. They did not graduate at the head of the class. At the head we were likely to find some fellow who played hard, who sometimes seemed to be full of the very devil, but who worked his head off when he did work, and who was always looking for ways to learn a little more. He was the chap who made the most mistakes perhaps, but when examination time came around, he was right there with the goods.

The men who get and keep the best positions in the cigar stores are not the ones who never make any mistakes. They are not those who are fairly successful; not those who are average fellows with no particularly conspicuous qualities. They are the men who have the initiative and the energy to go ahead and do something more than just what is demanded of them. They know that success is in being something more than mediocre. They know that they must continue to grow, and they are willing to take chances now and then in order to do something that will prove to be more than ordinarily worth while.

The salesman is himself responsible for the amount of his salary. It is not the employer who fixes the salary and keeps it there. On the other hand, the man who is constantly questioning how he can get the boss to give him a raise, regardless of whether he is entitled to it or not, is usually the last man on the payroll whose wages go up. He is lucky if they do not go down and out.

When a man is all the time earning more than he is paid, he is sure to be paid more. If the present employer does not increase his salary, some other employer will see what he is doing and make him an offer. You cannot hide high-class salesmanship from your own or from other employers. It is bound to show itself. If nobody else gives away the fact that you are a good cigar salesman, your customers will do it. Nobody appreciates the good salesman any better than the man who buys from him.

We all want to buy our smoking material from a man who knows more about the goods than we do, who can tell us anything we want to know. When an inferior clerk comes to wait on us, we make an insignificant purchase and get away as soon as we can. We want to be served by the best clerks in the store. The best is none too good for us.

The other day a man applied to a cigar-store manager for a position behind his counter. He was asked what knowledge and experience he had had that would fit him for the job. He replied that for a good many years he had been buying cigars and that he knew so well the faults of the men from whom he had bought them, that he was sure he could eliminate those faults and make a real success of the work. He was engaged for a trial and he almost immediately became the most popular clerk in the store. He knew the faults of cigar store selling and he could see the situation from the customer's point of view. That latter qualification is pretty important, and not every salesman tries to acquire it.

It is not enough, though, merely to know the faults of salesmanship. If you were to learn all the faults of cigar-store salesmen and then avoid all of them, you still might be a failure. You must acquire positive advantages. You must not only suppress undesirable habits; you must supplant them with virtues without going to the other extreme.

You might be able to cure yourself of the habit of "knocking" competitors and competing brands by never saying anything at all. William of Orange may have made good as a warrior under the nickname of "William, the Silent," but silence in salesmanship makes dummy salesmen. In salesmanship, as Perlmutter would say, "Silence is nix."

If you wanted to cure yourself of overdressing, you wouldn't revert to the style of the Garden of Eden. You must be dressed and there is a happy medium between overdressing and undressing.

To try to get rid of one fault by going to the opposite extreme is merely to replace one fault with another which may be anything but an improvement.

Nothing about your efforts to get rid of a fault is of more importance, or of greater value, than the fact that you show that you want to be rid of it. It is a good deal that you realize the fault and care enough to try to shake it off. If you try you will be benefited by the effort, even though you do not wholly succeed.

But, getting back to the salesman and his pay, when we find a man who thinks about his pay too constantly, we find one who thinks it is too small. When we find a man who is all the while complaining that his salary is too small, we are pretty likely to have found a man who is not living within his income. It is the man who is not living on his salary who worries most about its size.

The salesman whose salary pays his living expenses and a little more, even though those expenses are not as great as those of the man who spends more than he earns, is not going to waste much time worrying about the size of his salary. If he thinks it is too small, he will get busy and earn more, and then it will be paid to him.

It is not the amount of salary a man gets that makes him a good salesman. What makes a man successful is what is in the man rather than what is in his pay envelope. If you are not giving your best efforts to your employer at your present salary, neither would you give them at a salary fifty per cent. higher. In any event, it is necessary for you to show yourself worth more money before you get it rather than afterward. The advance you want will not come until *after* you have earned it.

A temporary whirlwind effort might speed up your sales for a short time, and while making such an effort you might wonder why you didn't receive an immediate raise. Bear in mind that a man is judged by his year's work, by his sales week in and week out—not by what he can do under the stimulus of a temporary exertion. The man who, by a great burst of speed for fifty yards tries to convey the impression that he can run a mile in record time, will not fool anybody, least of all the time keeper.

It is the salesman who keeps doing a little better and a little better all the time—getting a few steps nearer the top every month—who will get attention and a reward for his high average. The fellow with the short spurt will also be judged by his average.

Probably you are technically correct when you say it is nobody's business how you spend the money you earn. I have no right to institute an investigation of the matter, and neither has your boss as long as you are apparently honest in handling the money belonging to the house. But the way you spend your salary is going to have a good deal to do with your eventual success.

You have to spend a certain amount on your running expenses. This is a practically fixed sum. The important thing is what you do with the balance, for there must be a balance if you are a good business man. Some of this must be saved each year. Life insurance, of course, comes first as a means of saving, and protection when there are others dependent upon you. After this, the purchase of Liberty Bonds and War Savings Stamps is the obvious thing.

Don't neglect to include among your regular expenses for each year something for increased knowledge. Buy some business literature every year—and read it carefully, to get your money's worth out of it.

It is the money spent for amusements, for booze, for trashy shows, for worthless literature, that is wasted. You need to spend something on recreation, particularly of the outdoor sort, but this is not wasted. Avoid luxuries until you get to where your financial future is assured. Of course, you probably will not heed this suggestion, but you will doubtless live to wish you had.

If you are the kind of man to take a job as a sort of filler, because you do not know just what you want to do, just what you are worth, you will not find any position very satisfying financially. The position you take as a filler you will find not very filling. Be a success at what you are doing, even though you are hoping and planning for something different later.

If you are not getting a salary you believe is up to what you deserve, appoint yourself an investigating committee to consider the situation carefully. Investigate yourself. Find out first whether you are worth more than you are getting—whether your actual sales entitle you to a larger share of the profits of the business. If you can satisfy yourself that you ought to have more pay, then set about getting it. If you find you are not yet entitled to more, then begin further back.

To get more when you are satisfied you deserve it, find out whether the boss agrees with you about it or not. Find out whether he also thinks you deserve it. If he does, he will give it to you if he can afford to do so, and if he cannot afford it, he will agree that you ought to be looking for a position with better opportunities.

If you find that the boss will not admit that you are entitled to a larger salary while you are sure you are, discuss the matter in a friendly way from every point of view. Find out how far you are apart and why.

If you are working for a man who believes in squeezing his salesmen dry for the lowest possible wage, leave him at the first good chance. An honest and a fair-minded manager will always talk over the salary matter without bias or quibbling, and there is no reason why the matter of salary should not be as freely and as frankly discussed as the matter of price is between you and your customers. Don't be always asking for more money, but when you do take the matter up, do it thoroughly and agreeably. You have something to sell in parting with your services just as you have in standing behind the counter and handing out cigars.

Making A Drive For More Business

By G. D. Crain, Jr.

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A BIG reason for business failures is found in the attitude of merchants themselves.

The old-fashioned country store is always pictured as a place where the storekeeper sits around and talks politics and whittles with the loafers of the neighborhood.

That isn't a typical picture—and never was typical of stores that succeed.

But it suggests that too often the merchant adopts a waiting attitude, in effect saying to the public, "Here I am; here are my goods; come in and buy."

In some cases such an attitude serves. If the dealer handles only staples, the actual necessities of life, and is without vigorous competition, his local public must come to him to buy.

But if he handles other things—goods which are useful and desirable, but not absolutely necessary—goods which are not bought, but are usually sold—an entirely different attitude is needed.

A manufacturer of cream separators told not long ago about a dealer who wanted to return one separator that he had bought as a sample and had not been able to sell. The manufacturer investigated the market, helped the dealer plan a campaign—and before the season was over the merchant had sold not one but forty separators!

And this story might be repeated in terms of many other lines of businesses; the principle is the same—the necessity the same for studying the possible market and then developing it in a logical and intensive way, rather than expecting the demand to make itself known without any help on the part of the merchant.

One of the greatest necessities of modern life, and one of the greatest institutions ever devised, is life insurance. Yet how much business would be done if the companies were satisfied to wait for applicants to present themselves for examination? Life insurance must be sold—and the watchful, waiting policy is out of the question.

A great many items in the stock of every retailer are of the class that needs support in the way of positive selling stimulation.

Without it they remain in stock, slowing up turnover, taking shelf-room that other goods might occupy, and burying capital that should be more usefully employed.

This is not the fault of the goods—but of the merchant who fails to see the necessity of getting behind them and pushing.

He is trying to fight a defensive battle, when the conditions call for an offensive. He cannot dig himself in with a stock of this kind, but must plan a drive that will carry him into the enemy's territory.

Sales promotion for the dealer may consist of any one of a number of methods.

If the article is a high-priced specialty, it may be that salesmen on the outside will be needed to sell it. That is true of such goods as cream separators, referred to above. Other mechanical devices often need to be demonstrated and explained and their value proven before they can be sold.

Merchants who use cash registers and adding machines know that it took demonstration to sell them. They must use the same methods on goods of corresponding character.

If the sales price is not great enough to warrant personal solicitation, demonstration by means of the windows is an effective method of speeding up and stimulating sales.

Then, again, newspaper and direct mail advertising will furnish suggestions to customers, and will lead to requests for information, which can be followed up and converted into orders.

Inside the store the sales force can be trained to suggest to customers the advantages of certain merchandise which is desirable but not desired; which, in short, has good qualities that are not appreciated.

If all of these methods are taken advantage of, and if the promotional support is furnished, there will be comparatively few items which need to be regarded as unprofitable.

In planning a drive for business and deciding on the goods which are to be pushed at a given time, a great many factors need to be taken into account. Seasonableness, amount of stock on hand, prices, etc., must all be given consideration. But, as suggested above, the character of the goods themselves, and the amount of support that they need in the way of creative advertising and sales promotion, must also be considered.

As one manufacturer who has been endeavoring to help his retail distributors has put it, the dealer must distinguish between "Call and buy" goods and "Go get it" goods.

He must know whether he can expect over-the-counter sales to develop in logical order—or whether he must himself create the demand and force the consumer to place the business.

Each merchant should have a mental if not a written catalogue of the goods that he carries, and should keep the two classifications well in mind. If he does this he will be able to plan his selling effort effectively, and to give support to those items that need it. His drive for business will be effective because it will be put back of those goods which require assistance of this character.

It goes without saying, too, that the margin of profit on specialties handled by the dealer must be greater than on staples, for the very reason indicated. More effort is required to sell them, and therefore a greater margin is required if this effort is to be justified.

Get behind your specialties—don't expect them to sell themselves.

Sell War Savings Stamps

One hundred and fifty-seven trades are represented under the banner of the War Savings Stamps Committee with headquarters at 51 Chambers St., New York City.

Every industry is represented in the work and they are all making good showings.

If the tobacco trade intends to hold its position in a patriotic manner it must get busy at once on the sale of War Savings Stamps.

Every manufacturer and every jobber should see that not only his employees buy stamps continuously but that their salesmen approach every one of their customers regularly for the purpose of selling stamps and every retailer must not only buy stamps for himself, but he must try to sell stamps to every customer.

It will be a lasting disgrace to the trade if we fall behind our quota with the balance of the other industries in the country.

Get busy and get busy quickly.

War Savings Stamps Committee, Tobacco Division,
EDWARD WISE, Chairman.

Just a Letter From France

For a number of weeks mail from France has been noticeable by its absence. At last the mail man stops to give us a little bundle of letters marked A. E. F.

And now we have several interesting letters for our readers. In this one our dear friend "over there" tells how he spent Memorial Day.—Ed.

MEMORIAL DAY in France! The tolling of the bells in the cathedral and the churches betokens its solemnity. The heart beats faster. The tears come. There is a sudden intense longing for home—as we prepare to pay our respects to the American war dead.

"A half day at the office, where 'such work as necessary' has been attended to, luncheon and we shine up for the ceremonies.

"A military band in the distance starts one humming, the tramp of dusty feet sounds on the nearby *quai*. This entire little world has turned out—for it is also the day of the Fête-Dieu. The route changes into narrow, dusty, winding roads to a country cemetery. Cars are parked in the peasants' fields and a hushed, expectant, sweating multitude crowds the high-walled entrance. It is almost impossible to enter. Barely can the troops get in.

"Perched in a tree and on high walls venturesome American soldiers on liberty gain vantage posts and we wonder at what will be their manoeuvre for 'Colors.' French, British, American officers and soldiers, maids and maidens, old women and men, children, nurses, Y. M. Workers—a grand *potpourri*—nothing more like than the similar scene in a thousand graveyards of our loved United States.

"Occasionally one catches a word of the discourse—in French and in English. There is a gradual movement toward the center and eventually we get where we can both see and hear. British and American Generals, a Chaplain Captain, the French General commanding this region, the Prefet, M. le Maire—and two AMERICAN WOMEN.

"Again glistened a tear as one grey-garbed woman with—mark you—a service stripe on her arm, sings a cherished song: 'These Are They' from Gaul's 'Holy City.' The softened brass keeps the accompaniment and I follow note by note each familiar word.

"As a grey-haired officer of unknown rank places the floral gifts from the French upon the graves a great low-throated horn blows the 'Berceuse' from 'Jocelyn.' Again and again my thoughts are with *you* in America.

"Three airplanes abreast in the distance. They circle and swoop and file roaring overhead—so close we involuntarily stoop. The observer leans over the side. A shower of blossoms blows to bits in the tractor wash and gently falls upon the graves and those who stand in honor. Three volleys, Taps. We stand at 'attention' and salute to the strains of the Marseillaise.

"And then the glorious anthem of America, the greatest of them all. Those on the walls climb precariously to the position erect. The sun is setting. The day is done. Lively music drives away our melancholy and our thoughts that we

"'Alike await the inevitable hour;
The paths of glory lead but to the grave.'

"We resume the routine of life.

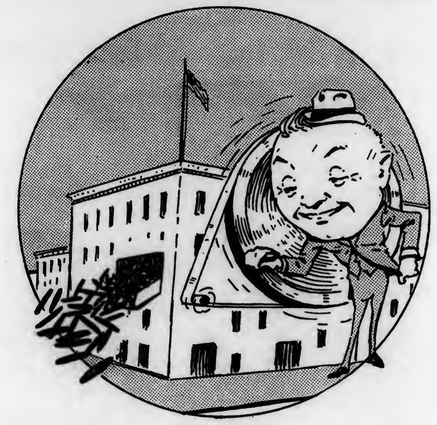
"Just a sad but still refreshing bit of America for the moment translated to France. Yes, 'sunny'—now—but oh what dark and dismal days that we will ne'er forget!

"May we be together *home*, when another Memorial Day rolls around."

THE LATEST TOBACCO TAX PROPOSALS

The Ways and Means Committee has reconsidered its action of last Friday and has revised its TAX SCHEDULE on TOBACCO PRODUCTS as follows:

	Present Rate.	Originally Increased to	Revised Rate.
CIGARS			
Weighing not more than 3 lbs. per M	$1.00 per M.	$2.00 per M.	$2.00 per M.
Class A	3.00 " "	5.00 " "	5.00 " "
" B	4.00 " "	10.00 " "	8.00 " "
" C	6.00 " "	15.00 " "	12.00 " "
" D	8.00 " "	20.00 " "	16.00 " "
" E	10.00 " "	30.00 " "	20.00 " "
CIGARETTES			
Weighing not more than 3 lbs. per M. and retailing at less than 2c. each	$2.05 per M.	$5.00 per M.	$4.10 per M.
Retailing at 2c. or over	2.05 " "	8.00 " "	5.10 " "
Weighing more than 3 lbs. per M	4.80 " "	10.00 " "	9.60 " "
TOBACCO AND SNUFF	$ .13 per lb.	$ .30 per lb.	$ .26 per lb.



Speed Up Production!

THE high and rising cost of material—the scarcity of labor—the industrial conditions of the nation—these are every cigar manufacturer's problems today. They are YOURS. The most efficiently conducted and prosperous factories in the country have adopted the

UNIVERSAL TOBACCO STRIPPING AND BOOKING MACHINE

Because one Universal does the work of from two to three hand strippers. That means a saving in ***labor.***

Because it increases the production of every cigar maker from 35 to 50 cigars a day. That means ***increased production.***

Because it puts tobacco in the best possible shape "to work"—a ***marked decrease*** of the waste of handwork. That means a saving in stock.

Every cigar manufacturer employing over five cigar makers can use the Universal profitably.

If you're in this class, get a demonstration of the Universal in your factory with *your* tobacco. Over 750 manufacturers have been converted to the *value* of the Universal this way. Some are now using 300 machines.

Catalogue and price list on request.

UNIVERSAL TOBACCO MACHINE CO.

79 Fifth Ave., New York

Factory, 98-104 Murray St., Newark, N. J.

TRADE NOTES AND NOTICES

This page is devoted to the interests of the trade in general, especially those of our own advertisers.—Editor.

MANILA LEAF IMPORTER

The growth of the Manila leaf business in this country is emphasized on another page by the announcement of Sidney J. Freeman & Sons, 123 Liberty Street, New York, that they are now in a position to accept orders for Manila binders, fillers and scrap. The expansion of the Manila leaf trade in this country is indicative of something more than a temporary business. After the war raw leaf will be in greater demand than it is today, and Manila leaf seems assured of a permanent demand in this country.

—

At the mid-July meeting of the directors of the American Sumatra Tobacco Company, a quarterly dividend of two and one-half per cent. was declared on the common stock. This is an increase of one-half of one per cent. over the previous distribution, which was made on May 1 last, and is payable August 1st to holders of record July 22d.

—

William Demuth & Company have greatly extended their office space toward the rear of their former headquarters and divided the suites so as to provide private offices for the general manager, the chief accountant and the credit man.

—

The United Cigar Stores Company has declared a quarterly dividend of two and one-quarter per cent. on the common stock, payable August 15th to stock of record August 2d. This puts the stock on an annual nine per cent. basis. Dividends have been paid at the rate of eight per cent. since May 15, 1917.

—

The Universal Tobacco Machine Company of New York has opened a branch in the First National Bank Building, Tampa, Fla., in charge of a resident representative of the company.

—

The latest addition to the tobacco trade magazines is "The Pipe Organ," the house organ of William Demuth & Company, of New York. The organist is a master of that sort of music, and it plays original tunes of merit that are well worth listening to. The score is beautifully printed.

UNIVERSAL BRANCH OFFICE IN TAMPA

Cigar manufacturers in Florida who are learning the necessity for the adoption of mechanical devices in their cigar factories will be interested in the announcement that the Universal Tobacco Machine Company, manufacturers of the Universal Stripping Machine, have opened a branch office in the First National Bank Building, Tampa, Fla.

More than seven hundred and fifty manufacturers have already adopted this Universal product.

—

The Union American Cigar Company has declared a dividend of one per cent. on preferred stock, payable August 15, 1918, to stockholders of record July 31, 1918.

—

The Tobacco Products Corporation has elected F. M. Collier as a director, caused by the resignation of Leon Schinasi. Mr. Collier was one of the founders of the Falk Tobacco Company, recently acquired by the Tobacco Products Corporation.

—

The John Bollman Company branch of Liggett & Myers Tobacco Company has commenced construction on an addition to its factory at San Francisco. The addition will consist of five stories and will cost $100,000.

—

The Benito Rovira Company has incorporated under the laws of the State of New York with a capitalization of $450,000. Benito Rovira, founder of the company, is president; Joel B. Rovira, vice president; H. A. Rovira, secretary and treasurer.

—

The Deisel-Wemmer Cigar Manufacturing Company, of Lima, Ohio, will pay $350,000 to the Cincinnati customs warehouse as duty on $1,000,000 worth of Sumatra tobacco which the company is transferring from the New York Customs House to Cincinnati to supply the Lima main factory and branch houses.

—

The American Cigar Company has rented its factory at 1951-53 West Twelfth Street, Chicago, Ill., to Ederheimer, Stein & Company for a term rental of $200,000. "Preferencia" cigars were formerly made at this plant.

—

The Burley Tobacco Company, of Louisville, Ky., has begun to pay the first dividend declared since its formation, ten years ago. The six per cent. dividend declared at a meeting of the directors in April will amount to about $63,000. There are about 40,000 stockholders in the company, which is capitalized at more than a million dollars.

The old way — The new way

A man should not do the work a machine will do for him

A merchant, with all his troubles, should never do the work that a machine does better and quicker.

Our newest model National Cash Register makes the records which a merchant needs to control his business. It does fifteen necessary things in three seconds.

Without the register a man cannot do these things in half an hour.

With the register, even a new clerk can do them just by pressing the keys.

Our new electric machines are as much better than old machines as an up-to-date harvester is ahead of a sickle for cutting grain.

The latest model National Cash Register is a great help to merchants and clerks

It pays for itself out of what it saves.

Merchants need National Cash Registers now more than ever before

FILL OUT THE COUPON AND MAIL TODAY

Dept. 13102, The National Cash Register Company, Dayton, Ohio.
Please give me full particulars about the up-to-date N. C. R. System for my kind of business.

Name_____

Business_____

Address_____

Every Business House

In the Tobacco Industry

Should have this book

A newly compiled addenda sold with the National Directory of Cigar Manufacturers makes this book a complete record of the cigar and tobacco manufacturers of the United States, with the exception of the Twenty-eighth District of New York.

To dispose of the balance of this edition it will be mailed with the addenda on receipt of THREE DOLLARS, Cash, Money Order or Check.

This is the latest and most up-to-date directory published, and was compiled in 1917.

In addition to the list of cigar and tobacco manufacturers, there is also an extensive list of cigar box manufacturers, wholesalers and jobbers of cigars and tobacco products, company stores and brokers. Nearly four hundred pages in all.

Don't delay in sending your THREE DOLLARS for your copy. Make checks or money orders payable to THE TOBACCO WORLD.

No complete directory, such as this, has been issued in the tobacco trade for at least ten years. It may be ten years before another is printed.

GET YOURS WHILE THE EDITION LASTS

The Tobacco World

236 Chestnut Street

Philadelphia

Lancaster Tobacco Notes

PLENTIFUL rains in Lancaster County have proved very beneficial to the tobacco crop, and a large yield seems assured. The growers of Havana, in the Susquehanna River district are so pleased with the quick growth of the crop and the high prices received that they are going to try for a second crop. The "Lancaster Examiner" states that the first crop has been harvested and sold, the buying having started at thirty-five cents, from which figure it advanced to forty-two cents where further competition raised it to forty-five cents. Havana is raised in the Susquehanna River district. The ground on which the first crop has been raised is now being prepared for the second. Plants are available and it is hoped to mature another crop before the arrival of frost. It takes sixty days to grow a crop, and having August and September before them with the first frost the latter part of September or early October, the growers are hopeful of raising another crop of forty-five cent tobacco this year. This would be the first time it has ever been done, although in some few years there are records of second crops gathered from the roots of the old plants after harvest. By that plan when the shoots sprung from the roots one was retained to form the new plant. Some good tobacco was obtained in that way. But under the plan now being wroked out, it is expected to grow an entirely new crop from the second transplanting.

The crop is generally at least two weeks ahead of that of recent years at this period, and as there has been little replanting it will run very regular.

The absence of insect enemies, especially cutworms, is attributed to the weather. The big green worm, one of the most dreaded pests, is yet to come.

The latest report of the Commissioner of Agriculture states that the early setting of tobacco suffered from drought and will not make a full crop. The recent rains have brought the later crop well up to normal. The condition on August 1 was ninety per cent., indicating a production of 65,664,000 pounds, as compared with 58,100,000 pounds in 1917, and 50,050,000 pounds, the average production for the past five years.

The Italian Government is encouraging the planting of tobacco in that country. The area planted averages about 18,000 acres per year. Most of the plants are of the Kentucky burley variety, although in Southern Italy seed from the Balkans is used. The sale of tobacco in Italy is a Government monopoly, and Italian tobacco growers have always suffered from the rigid regulations which governed its cultivation. By a recent decree the Government has adopted a more liberal policy. Premiums to growers are provided until 1926, a certain subsidy per acre is to be given for additional acreage, and part of the cost of new buildings to cure and house the crop is to be guaranteed. The soil of Italy is well adapted to tobacco cultivation, and this change in Government policy should have a favorable result, from the Italian point of view, in decreasing imports of tobacco in leaf form from foreign countries. The United States for many years has furnished large quantities of cheap leaf to Italy.

"But the sacrifice will probably have to be made"

This is the way the Washington Correspondent of the TOBACCO WORLD expressed himself as regards the probability of the curtailment of the use of tin for purposes in no way connected with the vital needs of the country

"Damptite"

Cans solve your substitution problem. The parchment lining, *tin rim,* tin top and tin bottom make this container the equal in every way of the all-tin can. On request we will be glad to refer you to manufacturers who have thoroughly tested Damptite cans

Line up
with this economic
and patriotic proposition

WIEDMANN-ST. LOUIS CIGAR BOX CO.

1117-23 NORTH BROADWAY ∴ ∴ ∴ ∴ ∴ **ST. LOUIS, MO.**

GARRETT H. SMITH, Inc.
106 E. 19th Street
NEW YORK CITY
Agent for the States of New York, New Jersey, Pennsylvania, Delaware, Maryland and Florida

AMERICAN BOX SUPPLY CO.
383 Monroe Street
DETROIT, MICH.
Agents for the States of Michigan, Indiana and Ohio

WD C
TRADE MARK

The Importance of Getting The Full Retail Price

SEVENTY-FIVE cents is a fair retail price for a good French Briar pipe. The retail merchant who asks less is not just to himself.

Pipe smokers will pay 75 cents or more. Men who buy pipes know conditions. They know that all materials cost more—that labor costs more. They are earning more and can afford to pay their share of the added cost.

Every jobber, every jobber's salesman, should advise his retail customers to get full value for the pipes they sell.

The retail merchant who sells the well-known, well-advertised W. D. C. pipes will have no trouble getting 75 cents for all regular pipes formerly sold at 50 cents, and increased prices on all other briar pipes in proportion.

The retailer is entitled to his full and fair profit.

WM. DEMUTH & CO.
230 Fifth Avenue—New York
World's Largest Pipe Manufacturer

Goods That Produce Income

ESPECIALLY in the retail cigar and tobacco business, the goods that go of themselves are the money-makers and income-producers.

Quality counts, but quality plus push is what has made millionaires. Quality without push often results in failure.

As everyone knows, Philadelphia has been the leading nickel (now six cents and probably seven or eight) cigar town of the country, and its products have a national reputation. New York and some other cities had ten-cent cigars as the standard. An old-established firm in Philadelphia, that had been in business for half a century, took in a new partner, and he determined to make the best five-cent cigar on the market. If he did not succeed, he came very near to it.

He thought that the retailer would be his agent and introduce the cigar to his customers, and some of them did, but they soon got tired of it, and a strictly local trade resulted. The experiment was a costly one and the old-established firm was liquidated.

The unadvertised cigar may be better than the one that is advertised, but in the very nature of things it is not likely to be. As the sale increases the opportunity to acquire large and select supplies of raw material is also enlarged. But trouble is ahead of the man who thinks that his brand is established.

Keeping everlastingly at it is the only road to continued success. Old-timers can remember one brand after another and one house after another that went down the long, long trail because the house thought that its product was firmly fixed in the regard of the trade and the people and never advertised.

Take the case of a certain cigarette that was a great seller, as times were then, many years ago, that recently blossomed out on every fence, sent out a drove of salesmen and solicitors and began a new drive in the trade magazines and newspapers. Undoubtedly, the dry bones were shaken up, for the campaign has been a big success.

The unknown cigar, like the stranger in a country town, is always under suspicion, and so is the storekeeper if he recommends it without being asked about it. The customer thinks there may be a little larger profit in it. Human nature is very suspicious.

Another point worthy of consideration by the retailer is the quality of cigars banked on the counter. They should always be unusually good, which is exactly what they are frequently not. They are sometimes a lure to the transient customer, and the seller forgets that it is from his transient trade that his custom trade must be recruited and built up.

Along this line is the question to every storekeeper of what cigars go rapidly and what linger. Old stock deteriorates and the temptation to shove it along, to display it, even to recommend it, is often irresistible, but it is bad business. Sometimes it would pay better to throw it away.

It is the quick turn-over of stock in any business that makes the difference between failure and success.

THE RESERVES

THE BIG DRIVE of HIGH PRICES is coming! Are you prepared, Mr. CIGAR DEALER, to meet it? Have you strengthened YOUR LINES, organized your RESERVES, and placed your forces to safeguard YOUR BUSINESS?

Do you fully realize that MANILA CIGARS now coming in millions to the market are particularly adapted to meet the INVASION OF HIGH PRICES?

QUALITY MANILAS offer excellent values to smokers at five, six, seven, eight, ten, twelve and fifteen cents, or at four-for-a-quarter, two-for-fifteen cents, or three-for-twenty cents. The odd-cent cigar, the five- and the ten-cent cigar, or the popular combinations, may be easily picked from the wide range of shapes and sizes imported from Manila.

There is Profit in Manila Cigars

List of manufacturers and distributors on application

MANILA AD AGENCY :: 546 West 124th Street, N. Y.

44

LIPSCHUTZ'S 44 CIGAR
ADLON 10c CIGAR

The achievement of the Lipschutz Standard in cigars represents twenty-five years of close co-operation with the *trade* and the *consumer;* it is the result of an ideal that cannot be satisfied with anything short of perfection, and the result is a nation-wide prestige.

Through the growth of public approval the consumption of cigars made by the Lipschutz Standard is increasing every year.

The "44" oval products are marketed under a name that carries with it a responsibility for quality.

"44" Cigar Co., Philadelphia

DEALERS
There's a Big Demand for
FLOR DE MELBA
The Cigar Supreme

They're quite a bit better than others. All popular shapes.

Sell for 3 for 25c, 10c straight, 2 for 25c, 3 for 50c and 25c straight.

Our national advertising helps you sell FLOR DE MELBAS.

Thousands of satisfied FLOR DE MELBA smokers help you increase your business.

See your jobber now, or write us

I. Lewis Cigar Mfg. Co. - Newark, N. J.
Largest Independent Cigar Factory in the World

THE DEATH OF R. J. REYNOLDS

Richard J. Reynolds, founder and president of the R. J. Reynolds Tobacco Company, died at Winston-Salem, N. C., on July 29.

Mr. Reynolds was born July 28, 1850, on the tobacco plantation of his father, H. W. Reynolds, at Rock Springs, Va. He worked on the plantation and in the factory until he was promoted to the position of superintendent and then was made a salesman, so that his knowledge and experience would qualify him for the future position reserved for him.

After a course at Emory and Henry College, in Washington County, Va., and a business course at Bryant and Stratton College, Baltimore, he was admitted to partnership with his father. In 1875 he sold his interest in the business and started manufacturing tobacco at Winston-Salem, N. C.

His thorough training in the business, added to his remarkable industry and close attention to details and his ability in selecting and promoting those who helped to make the business prosper, were dominant factors in its wonderful success.

Mr. Reynolds was a very wealthy man and was interested in several companies besides the R. J. Reynolds Tobacco Company. Two brothers were actively associated with him in the company, W. N. Reynolds, vice president, and W. R. Reynolds, general manager of the manufacturing department.

W. N. REYNOLDS, NEW PRESIDENT

W. N. Reynolds succeeds the late R. J. Reynolds as president of the R. J. Reynolds Tobacco Company of Winston-Salem, N. C., having been unanimously elected to that position. Walter R. Reynolds was elected vice president, and T. H. Kirk, who has been with the company for the past seven years, in charge of the leaf department in Kentucky, with headquarters at Louisville, was elected a director. Eugene Hester, formerly with the American Cigar Company, of late years engaged in private business, has accepted the position of manager of the stemming and redrying plant at Danville.

WE ALL

Dr. Axel Standrod, the food expert of Boise, was discussing rationing.

"Rationing will do us good," he said. "We all eat too much, and we know it, but if we haven't the pluck to restrict ourselves, ration us, and it will be a jolly good thing all around.

"For we're all more or less like the millionaire who said on the roof garden after the show:

" 'When I was young I would eat anything and could afford nothing. Now I can afford anything and can eat nothing. Heigho! Bring me a broiled lobster, waiter, with a tankard of stout, a Welsh rabbit and a plate of peach ice cream.' "

AFTER THE EMPTIES

"Any rags? Any old iron?" chanted the dealer, as he knocked at the suburban villa. The man of the house himself opened the door.

"No, go away," he snapped, irritably. "There's nothing for you. My wife is away."

The itinerant merchant hesitated a moment and then inquired: "Any old bottles?"—"S. & B. Informer."

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

142 Water St., New York City

STICK TO Cinco - IT'S SAFE
The smokers who buy and the dealers who sell 200,000,000 Cinco Cigars a year appreciate the protection of a brand manufactured with 68 years experience and with the most painstaking consideration for quality – and quality alone
FISENLOHR'S
Cinco
CIGARS
6 cents - to preserve the quality

P. Lorillard Co.
Business Established 1760—158 years ago.
We furnished tobacco for the soldiers of the
Revolutionary War (1775—1783)
War of 1812 (1812—1815)
Mexican War (1846-1848)
Civil War (1861-1865)
Spanish War (1898)
and are now furnishing
Climax Plug "The Grand Old Chew"
to the soldiers fighting for the
Liberty of the World.

Economize on Wrapping Paper

ECONOMIZE ON WRAPPING PAPER

Washington, D. C.

Economies in the use of wrapping paper by tobacco and other stores are being sought by the pulp and paper section of the War Industries Board, which is planning an educational campaign for the more intelligent and economical use of paper.

The paper section will seek to show consumers how they can help win the war by using, wherever possible, lighter weight paper instead of the heavier grades, and plain and less expensive papers instead of the fancy and more costly kinds. The fine papers represent the expenditure of more labor and fuel than the cheaper grades and they also contain, as a rule, more of the valuable chemicals, such as sulphur and chlorine, which are urgently needed by the Government in making ammunition and poisonous gases. All of the finer grades of paper also contain rags, which are scarce and needed for war purposes.

It is declared that the savings which stores could make in their paper bills by eliminating all wasteful and uneconomical uses, and substituting less expensive for heavier and more costly grades would amount in the aggregate to an enormous sum.

The board has issued a number of rulings governing the manufacture of wrapping and other papers, based upon the recommendations of the war committees of the various branches of the paper industry. These rulings fix the maximum weights that can be made hereafter, eliminating the heavier weights previously made, and standardizing the sizes, weights and colors so that the mills can obtain a larger production with the same amount of labor and fuel.

C. L. L.

SEVENTEEN GOOD WAR SUBSTITUTES

Economy—for Waste.
Co-operation—for Criticism.
Knowledge of Prices—for Gossip about Prices.
Cornmeal and Oatmeal—for Wheat Flour.
Fish for Beef and Bacon.
Vegetable Oils—for Animal Fats.
The Garden Hoe—for the Golf Stick.
Performance—for Argument.
Service—for Sneers.
Patriotic Push—for Peevish Puerilities.
Perishable—for Preservable Foods.
Greater Production—for a German Peace.
The Beef You Do Not Eat—for the Rifle You Cannot Carry.
Conservation—for Conversation.
Common Sense—for Common Gossip.
Marketing—for Telephoning.
Production—for Pessimism.
—"Canadian Food Bulletin."

The advertisement of the General Cigar Company on the opposite page will appear in the August 31st issue of "The Saturday Evening Post." It is one of a series appearing in national magazines.

Wise dealers can profit from the trade created by this campaign, by stocking the *dependable* "OWL" and "WHITE OWL" cigars.

"We smash 'em HARD"

One of the Yank Veterans

"Did I bayonet my first hun? Sure! How did it feel? It *doesn't* feel! There *he* is. There *you* are. One of you has got to go. I preferred to stay.

"So when sergeant says, 'Smash 'em, boys' — we do. And we go them one better like good old Yankee doodle Yanks. For bullets and bayonets are the only kind of lingo that a hun can *understand!*"

* * * *

The *dependable* Yank, whose photograph appears above, first met the *dependable* Owl Cigar while boosting that *dependable* investment—the Liberty Loan.

We didn't tell him about the $2,000,000 stock of leaf that is always aging for Owl and White Owl. Nor the over 100,000,000 Owls and White Owls sold last year. We just swapped him a White Owl for a smile. And it doesn't look like the smile came hard, does it?

Why don't you, too, try an Owl or White Owl—*today?*

Branded for your protection

Banded

DEALERS:
If your distributor does not sell these dependable cigars, write us.
GENERAL CIGAR CO., INC., 119 West 40th Street, New York City

TWO DEPENDABLE CIGARS

OWL 6c **white OWL 7c**

FACTORY BRANDS:

BOUQUET DE PARIS — LONDON JOCKEY CLUB
FAVORITA ESPANOLA — EL MARVELO
JUANA DIAZ

Neudorf's

BOUQUET DE PARIS

"The Havana Cigar of Exclusive Mildness"

The cigar that is PREFERRED by United States Senators, Eminent Bankers, and other professional men who are exceptionally discriminating. This proves the unusual merit of Neudorf's *Bouquet de Paris* Cigars.

Write at once for prices and territory

MINDEN & DAVIS

MANUFACTURERS

1809-1811 First Ave. - New York City

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES

CHARLES J. EISENLOHR	President
EDWARD WISE	Chairman Executive Committee
GEORGE W. HILL	Vice-President
GEORGE H. HUMMEL	Vice-President
JESSE A. BLOCH	Vice-President
JACOB WERTHEIM	Ex-President
JOSEPH F. CULLMAN, Jr.	Vice-President
LEON SCHINASI	Vice-President
ASA LEMLEIN	Treasurer
CHARLES DUSHKIND	Secretary and Counsel

New York Offices, 5 Beekman Street

CIGAR MANUFACTURERS' ASSOCIATION OF AMERICA

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CHARLES J. EISENLOHR, 934 Market St., Phila., Pa.	Vice-President
JOSEPH B. WERTHEIM, 81st and East End Ave., M'hat'n, N. Y.	Treasurer
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THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

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JOSEPH MENDELSOHN, New York	Secretary

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WOOD F. AXTON, Louisville, Ky.	Vice-President
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TOBACCO SALESMEN'S ASSOCIATION OF AMERICA

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ROBERT E. LANE	1st Vice-President
IKE RADIN	2nd Vice-President
JOSEPH FREEMAN	Treasurer
LEO RIEDERS, 200 West 118th St., New York City	Secretary

Meeting 1st Thursday of each month at Masonic Temple, 310 Lenox Ave., New York.

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

GEORGE W. RICH	President
SIDNEY GOLDBERG	Vice-President
A. L. ULLNICK	Treasurer
MAX MILLER, 135 Broadway, New York	Secretary

Meeting 4th Tuesday of each month at Hotel McAlpin.

THIRTY-SIX REASONS WHY DEALERS FAIL

1. Indecision.
2. No records.
3. Poor location.
4. Poor equipment.
5. Too conservative.
6. Clerks not trained.
7. Self-consciousness.
8. Open cash drawer.
9. No plans for future.
10. Too many mistakes.
11. Advertise in no way.
12. Wasteful with goods.
13. Carelessness of clerks.
14. Clerks run the business.
15. Slow service to customers.
16. Not enough help.
17. Creeds, not deeds.
18. Dimly lighted store.
19. Purchase too heavy.
20. Windows not washed.
21. Dishonesty of employees.
22. Unsystematic deliveries.
23. Will consider nobody's advice.
24. Too much attention to details.
25. Stock not moved often enough.
26. Too much credit on the books.
27. Not acquainted with customers.
28. Unsalable stock on back shelves.
29. Try to follow everybody's advice.
30. Forget to charge goods sold on credit.
31. Show window not used to advantage.
32. Customer's interest not borne in mind.
33. Fail to profit by their own experience.
34. Fail to carry what their customers want.
35. Antiquated system unfit for increased business.
36. Believe in the worn-out-proverb, "Leave well enough alone."—"National Drug Clerk."

WAR TRADE BOARD ANNOUNCEMENT

Washington, D. C.

The War Trade Board has announced that the revocation of general licenses covering imports of commodities from Canada and Newfoundland as to shipment of articles on the list of restricted imports, which was to have become effective from July 20th, has been postponed until August 15th.

SOUTH CAROLINA CROP BRINGS HIGH PRICES

Prices of tobacco at the opening of the market in South Carolina during the second week of July averaged a third higher than during the same period last year, with an upward tendency.

Tobacco that sold at the opening in July, 1917, for seventeen cents, brought a fraction over twenty-seven cents on the first day. The quality of the crop is far above the average, and the yield is believed to be the largest in the history of the district.

Tobacco in the North-South Carolina belt is bringing over $10 per 100 pounds more than last year.

It is a safe bet that German parrots are not being taught to say "Marne."

The Right Men in the Right Jobs Will Win The War

THE true American wants to work where he will help win the war. He wants to fit in. America needs the Right Men in the Right Jobs. Only when this comes about can maximum production be obtained to support our armies at the front.

The needs of all war industries can be anticipated and met by the Government if employers and laborers will avail themselves solely of the nation-wide machinery which is at hand. The length of the War depends directly on our Country's ability to supply all War Industry with the best workers the country can produce the moment they are needed.

PRESIDENT'S STATEMENT

"Industry plays as essential and honorable a rôle in this great struggle as the military arrangements. We all recognize that the latter lead us—namely, that industry, doing a vital task for the Nation, must receive the support and assistance of the Nation.

* * *

"Therefore, I solemnly urge all employers engaged in war work to refrain after August 1st, 1918, from recruiting unskilled labor in any manner except through the employment offices of the United States Employment Service. I urge labor organizations as loyally as heretofore to any calls issued by this agency for voluntary enlistment in essential industry. And I ask them both alike to remember that no sacrifice will have been in vain, if at the end we have established all sources that the highest and best form of efficiency is the spontaneous co-operation of a free people."

WOODROW WILSON.

It has over 500 branches throughout the nation, and 20,000 U. S. Public Service Reserve enrollment agents. Ask the local post office or newspaper for name and address of the nearest representative, or write to the U. S. Employment Service, Washington, D. C.

Those employers in war work who seek to get labor through their own or private recruiting agencies are interfering with the Government's machinery and preferring their interests to those of the nation. Only through strict compliance with the Government's program can the constant, restless shifting of labor from one war job to another, with the consequent diminution in production and efficiency, be prevented.

The U. S. Employment Service is the official bureau of the Federal Government in charge of the distribution of labor. The President has declared that it is the official agency for recruiting and distributing unskilled labor for war work.

Above all, the Government urges every man engaged in war work to stick to his job until the Government recommends that he change. Any man not engaged in war work should put himself at the disposal of the nation by registering with the Public Service Reserve. This is a tremendously important duty! The war worker ranks with the fighter in the trenches. He will help beat the Hun.

Contributed through Division of Advertising — United States Gov't Comm. on Public Information

This space contributed for the Winning of the War by

THE TOBACCO WORLD CORPORATION

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

JOSE F. ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 18 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

H. NEUBERGER COMPANY
Incorporated
130 Water Street
New York
IMPORT EXPORT
LEAF TOBACCO

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306 NO. THIRD STREET, PHILADELPHIA

Notes and Comment

A tobacconist in Bristol, England, has opened a "toilet saloon" in connection with his shop and employed a lady barber. American tobacconists will please copy.

The San Francisco trade is reported to be replacing their drafted employees with girls and men over fifty years of age. The way some of the old fellows are spruced up shows the result of pleasant associations.

The tobacco crop in the Connecticut valley is two weeks ahead of former years and is looking well. The crop is free from damage from the green worm and has not been injured by leaf-eating insects. The agricultural survey shows an increase of about 4000 acres divided between the shade-grown and sun-grown tobaccos.

Making the trade paper sell your goods is a first step toward efficiency. That the advertisement is a small one is no drawback. The records show many large sales directly due to the persistent running of a small advertisement. A clear and clever get-up in the advertisement, a persistent hammering at the public that needs the goods will bring sales.—George Wilfred Wright.

A dispatch from Amsterdam states that tobacco rationing in Austria has come to a sudden and somewhat amusing end. In Vienna alone scores of thousands of nonsmokers must have registered, presumably for the benefit of their friends, so that the whole scheme was dropped.

While there is a shortage in "strike-on-the-box" matches, owing to decreased shipments from Swedish and other foreign manufacturers, and the virtual commandeering of the American product for the army and navy by the United States Government, there is no prospect of a shortage of the well-known brands of household matches.

The Amsterdam correspondent of the Associated Press states that in the commercial sections of German newspapers, under the standing caption "The Tobacco Market," are such announcements as "Cherry leaves in great demand; market firm." "Well matured hops, 50 to 60 marks per cwt.," and "Beech leaves irregular, large supplies offered from the Hartz Mountains."

As a measure of war conservation of tin, England has very generally come to adopt cardboard containers, and one leading British manufacturer is authority for the assertion that more than 5,000,000 cardboard containers are being manufactured, mostly in the two-pound size, every week in that country. This change has been in progress just about a year, and very generally follows American practice with American machinery.

LEAF TOBACCO ON HAND JULY 1ST

The amount of leaf tobacco held by manufacturers and dealers in the United States, according to preliminary statistics compiled by the Bureau of the Census, was 1,386,049,368 pounds on July 1, 1918, or 119,270,465 pounds more than on the same date last year. The amount held on April 1, 1918, was 1,465,168,711 pounds, and on January 1, 1918, 1,176,234,657 pounds.

Leaf tobacco on hand July 1, 1918, includes 912,450,476 pounds, for which the "market weight" was reported (i. e., weight at time it was packed or baled), and 473,598,892 pounds, for which the "actual weight" was reported. The corresponding amounts included for 1917 were 794,178,732 and 472,600,171 pounds, respectively; for April 1, 1918, 979,842,107 and 485,326,604 pounds, respectively, and for January 1, 1918, 779,292,224 and 396,942,433 pounds, respectively. Allowance should be made for shrinkage on the amounts for which "marked weight" was reported, in order to ascertain the actual weight. The total for July 1, 1918, includes 1,236,846,139 pounds of unstemmed and 149,203,229 pounds of stemmed leaf tobacco.

These statistics represent the quantity of leaf tobacco reported as held by manufacturers who, according to the returns of the Commissioner of Internal Revenue, manufactured during the preceding calendar year more than 50,000 pounds of tobacco, 250,000 cigars or 1,000,000 cigarettes, and by dealers in or manufacturers of leaf tobacco who, on an average, had more than 50,000 pounds of leaf tobacco in stock at the end of the four quarters of the preceding calendar year.

THE POOR MAN'S WAR

The curbstone critic fished a five-cent cigar out of his pocket and aired his views.

"It's not my war—or yours. It's a rich man's war. Let him fight it."

The man in the overalls with the dinner pail, who had stopped to wait for a car, butted into the talk.

"Where did you get that hunch, friend? My boss has two sons. Both of them are at the front. Neither could have got exemption if he had tried, and to give them their due, they didn't try. Now, take me. I've got three grown sons. One has a wife and two kids. He'll stay at home and support them. One works in a shipyard. He'll stay in this country. The third drives a truck. He'll go to France. You've got to show me before I'll believe it's a rich man's war."

"He's making money out of the war and we're paying for it, aren't we?"

"Some rich men are making money. Some aren't. I notice stocks are away down. That hits them. When it comes to paying for the war, I reckon we're all doing our share. The income tax and the supertax, and the excess-profit tax all hit him. It's the first war I ever heard of where the capitalist pays his proportion. Of course, the workingman pays, too. I pay on tobacco, and the wife and kids pay when they go to the movies. That's right, too. They're not necessaries. I like to think I'm taking a wallop at the kaiser every time I light up. No, sir; the rich man hasn't any monopoly on this war. It's my war, too."

And the man with the dinner pail swung on to a car so as to get home to work in his war garden.—"Moos Trade Tips."

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

TURKISH CIGARETTES
CADO COMPANY, INC.
145 Lafayette Street - New York City
BRANDS { Fifty-Six - - - - - 10 for 25c
Cado - - - - - 10 for 15c
Water Lily - - - - - 20 for 15c

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
East End Avenue and 81st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

Cork Tips **Cork Bobbins**
BOUCHER CORK & MACHINE COMPANY, Inc.
216 WEST 18TH STREET NEW YORK

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

DEVIL DOG (U. S. M.):—40,739. For all tobacco products. July 18, 1918. Reguera & Berenguer, New Orleans, La.

JOE G. GREENE:—40,740. For all tobacco products. July 22, 1918. Joe G. Greene y Ca., Greenwood, S. C.

BENITO GARCIA:—40,741. For all tobacco products. July 24, 1918. The Moehle Litho. Co., Brooklyn, N. Y.

SAFETY ZONE:—40,742. For all tobacco products. June 15, 1918. The Moehle Litho. Co., Brooklyn, N. Y.

MOTOR CITY SPECIAL:—40,743. For all tobacco products. June 15, 1918. The Moehle Litho. Co., Brooklyn, N. Y.

SECOND DRAFT:—40,744. For cigars, stogies and little cigars. July 17, 1918. The Gildisch Co., Pittsburgh, Pa.

GENERAL OMAR BUNDY:—40,745. For all tobacco products. July 25, 1918. American Litho. Co., New York City.

LA QUEZAL:—40,746. For cigars. July 24, 1918. The K-G Cigar Co., New York City.

TRANSFERS

POGOSA:—20,599 (Tob. Leaf). For cigars. Registered February 28, 1901, by The Cuban Cigar Co., Denver, Col. Transferred to Reichman Bros., proprietors of The Mt. Morris Cigar Co., Denver, Col., July 10, 1918.

POGOSA SPRINGS:—20,600 (Tobacco Leaf). For cigars. Registered February 28, 1901, by The Cuban Cigar Co., Denver, Col. Transferred to Reichman Bros., proprietors of The Mt. Morris Cigar Co., Denver, Col., July 10, 1918.

SUNNY BILL:—28,725 (Tobacco Leaf Pub. Co.). For cigars. Registered November 25, 1904, by Maryland Litho. Co., Baltimore, Md. Transferred to the Cole Litho. Co., Chicago, Ill., July 12, 1918.

JUAN DE PADILLA:—19,058 (Tobacco World). For cigars, cigarettes and tobacco. Registered November 17, 1909, by The Moehle Litho. Co., Brooklyn, N. Y. Transferred to T. A. Wadsworth, and re-transferred by Wadsworth-Campbell Box Co., Detroit, Mich., successor to T. A. Wadsworth, to the Cole Litho. Co., Chicago, Ill., July 24, 1918.

RE-PUBLICATION

LA QUEZAL:—40,746. For cigars and all other tobacco products. Registered July 24, 1918, by K-G Cigar Co., New York City.

CANCELLATIONS

1918:—40,733. For cigars, cigarettes and fine cut tobacco. Registered July 9, 1918, by Levon Berberian, Providence, R. I. Cancelled July 30, 1918.

1920:—40,734. For cigars, cigarettes and fine cut tobacco. Registered July 9, 1918, by Levon Berberian, Providence, R. I. Cancelled July 30, 1918.

IN ENGLAND

"Don't cuff the little fellow, madam," remonstrated a passerby. "Surely he has done nothing very bad, a sweet child like that."

"Sweet child is right," said the wrathful woman. "'E's been an' swallowed our sugar ticket."—Exchange.

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

FOR SALE—Contents of a small, neat factory, mostly new, in office building. Fine location. Electric light, steam heat; cheap rent. All at cost. Owner retires. Registered brands and imported bands at cost. Established 40 years. Robert Link, 2050 Amsterdam Avenue, New York City.

FOR SALE—SHORT FILLER SCRAP, made from all Ohio tobacco, price 30 cents. Also have fine lot Dutch tops for sale. Will buy low grades of all kinds. C. C. Ehrhart, Versailles, Ohio. Factory No. 9, Tenth District.

FOR SALE—Twenty-four Miller, DuBrul & Peters suction tables, in perfect condition. For a quick sale a very low price will be accepted. Address Box 151, "The Tobacco World."

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

WANTED

WANTED—Control of a factory in Pennsylvania, either in York or Lancaster Counties; factory making between 25,000 and 100,000 cigars weekly. Will want owner to run factory on so much per thousand basis. Address Box 235, care of "Tobacco World."

CIGAR FACTORY WANTED—Will pay "spot cash" for a cigar factory able to make from ten to twenty million cigars a year. Address, with full particulars to Box 236, care of "The Tobacco World."

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made.
J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

HELP WANTED

CIGAR FOREMAN—Wanted in Philadelphia factory on suction work. Good opportunity for competent man. Address Box 234, care of "Tobacco World."

MANUEL RODRIGUEZ DEAD

After having been in ill health for several years, Manuel Rodriguez, son of Salvador Rodriguez, died at White Plains, N. Y., on August 2nd. Mr. Rodriguez was at one time active in the tobacco trade and was well known.

JUSTIN SEUBERT DEAD

At the age of eighty-two, Justin Seubert, one of the oldest cigar manufacturers in the country, died August 4th at his home in Montclair, N. J. Mr. Seubert operated factories at Syracuse and New York. His many friends in the trade will regret to learn of his death.

Internal revenue deputies now carry card credentials which must be shown on demand. The badges formerly issued were sometimes used by unauthorized persons for improper purposes.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
INCORPORATED
LOUISVILLE, KY., - - U.S.A.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W
WM. WICKE RIBBON COMPANY
Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain
WOODHAVEN AVENUE, GLENDALE, NEW YORK

GARRETT H. SMITH, U. S. and Canadian Representative for
COMPAÑIÁ LITOGRÁFICA DE LA HABANA
Finest Imported Cigar Bands and Labels. Also GUMLESS Bands
NEW YORK OFFICE (Phone, Stuyvesant 7476) 106 E. 19th ST.

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

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22nd St. and Second Ave.,
NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

CIGAR LABELS OF HIGHEST QUALITY
CIGAR BANDS
SHOW CARDS
FOLDING BOXES, ETC.
WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS
FOR THE
CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF SPECIAL PROCESS CIGAR BANDS

HEYWOOD, STRASSER & VOIGT LITHO. CO.
26TH STREET & 9TH AVENUE, NEW YORK
MANUFACTURERS OF
CIGAR BOX LABELS
BANDS AND TRIMMINGS

WESTERN OFFICE
30 N. La Salle St., Chicago, Ill.
CANADIAN REPRESENTATIVES
B. B. B. Co., Montreal, Canada
PHILADELPHIA OFFICE
322 Chestnut Street
SELLING REPRESENTATIVES
ADOLPH FRANKAU & CO.,
129 Fifth Avenue, New York City

10¢ is the price of the large package of 15

SWEET CAPORAL

CIGARETTES

10¢

Save the tin foil from your Sweet Caporals and give it to the Red Cross.

Like Mother's pie, "Sweet Caps" simply can't be improved on no matter what the price.

Ask Dad, he knows

Guaranteed by
The American Tobacco Co.

LARGE SIZE

VOLUME 38 NO. 17

The TOBACCO WORLD

SEPTEMBER 1, 1918

LIBRARY RECEIVED SEP 21 1918 U.S. Department of Agriculture

OUR FIRST ALLOTMENT OF

12,000 Bales of SUMATRA Tobacco

Will be Distributed about

September 12th

Such Manufacturers as have no contracts are advised to communicate with any of the following firms

Sumatra Purchasing Corporation

138 Front Street, New York

H. DUYS & CO., Inc.,
170 Water Street,
New York.

E. ROSENWALD & BRO.,
145 Water Street,
New York.

CULLMAN BROTHERS,
161 Front Street,
New York.

KRUSE, QUANJER & CO.,
152 Water Street,
New York.

MADE IN BOND

FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

"The Cigar that holds the confidence of the smoker pays retailers best"

This is the brand that is leading the trade everywhere to a full appreciation of the value of standard made cigars

The **"CHARLES DENBY"** satisfies the smoker because it is good, and the merchant because it sells.

H. FENDRICH, EVANSVILLE, IND.
Makers of good cigars for over 67 years

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY: TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

CHANCELLOR

The Acknowledged Leader
Among Mild Sumatra Wrapped Havana Cigars

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.
PHILADELPHIA

ROCKY FORD CIGAR

HAND MADE — DELICIOUS FLAVOR

MANUFACTURED IN OUR NEWARK, N. J., FACTORIES

We also manufacture, at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 2 for 5c—3c each and 3 for 10c., giving the Jobber and Retailer an exceptional margin of profit.

UNION AMERICAN CIGAR CO.
General Offices, Pittsburgh, Pa.

For Gentlemen of Good Taste

San Felice

CIGARS

The Deisel-Wemmer Co.,
LIMA, O.

DEALERS
There's a Big Demand for

FLOR DE MELBA

The Cigar Supreme

They're quite a bit better than others. All popular shapes.

Sell for 3 for 25c, 10c straight, 2 for 25c, 3 for 50c and 25c straight.

Our national advertising helps you sell FLOR DE MELBAS.

Thousands of satisfied FLOR DE MELBA smokers help you increase your business.

See your jobber now, or write us

I. Lewis Cigar Mfg. Co. - Newark, N. J.
Largest Independent Cigar Factory in the World

Established 1851

TRADE C.P.F. MARK

ITALIA

Real Italian Briar Root, Solid Vulcanite Mouthpieces and Sterling Silver Bands

WRITE FOR SAMPLES AND PRICES

KAUFMANN BROS. & BONDY
THE OLDEST PIPE HOUSE IN AMERICA
33 E. 17th St., New York, N. Y.

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The Tobacco World

Established 1881

Volume 36 — September 1, 1918 — No. 17

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradoonl, *Treasurer*
William S. Watson, *Secretary*

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PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

U. S. GOVERNMENT
PROCLAMATION
TO MERCHANTS

THE Government will, early in September, under the new Selective Service law, call for the registration of every male in the United States between the ages of 18 and 45 (both inclusive), unless previously registered, on a date to be announced by Presidential Proclamation and in the public prints. *There will be no valid excuse for failure to register.. Imprisonment is the only penalty for default.*

The Government, therefore, appeals to you as an employer and leader in your Community to do your utmost to inspire every man of 18 to 45 in your employ to present himself at his local board for registration on the day to be announced in the newspapers.

There are many ways you can help in this essential work before the day of registration by the proclamation of this fact:

Every Man

between 18 and 45 (both inclusive), unless previously registered, must register to win the war.

WATCH NEWSPAPERS FOR REGISTRATION DATE

Insert a square like this in your newspaper advertising.

Post it in Bulletin form in your store and windows.

Print it on slips for the pay envelopes of every employee, male and female. Enclose slips in every letter and invoice you send out.

Wrap it in every package.

Post this message on the side of your delivery wagons.

Call patriotic meetings of your employes and impress on them the vital importance of complying with the law, and others with their duty of seeing that the law is complied with. Appoint a committee to see that it is done. Arrange for definite hours when the men in the different departments of your business shall go and register.

Call a meeting of other merchants in your locality and devise ways and means of conveying the all-important message to every man you can reach.

Appeal to your local newspapers to give it editorial emphasis in every issue.

Call upon your church, club and lodge.

Exercise your resources of ingenuity and originality in proclaiming this message broadcast.

Not every man will be called to military service, only those who are properly assigned to Class 1 will be selected. But every male of the specified ages *must register.*

For the cause of Liberty, Democracy and Humanity your Government calls on you to immediately devote every possible effort and energy to this most vital work, that we may quickly win the war.

Not an hour is to be lost. *Start at once.*

Signed: **E. H. CROWDER,**
Provost Marshal General

Approved: **NEWTON D. BAKER,**
Secretary of War

Contributed through Division of Advertising

United States Gov't Comm. on Public Information

This space contributed for the Winning of the War by
THE TOBACCO WORLD CORPORATION

ESTABLISHED 1867
Y. Pendas & Alvarez
WEBSTER
CLEAR HAVANA
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Volume 38
THE TOBACCO WORLD
Number 17
Established 1881
A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade
$2.00 a Year PHILADELPHIA, September 1, 1918 Foreign $3.50

Paying the Price

By Bruce F. Richards

OF course we feel the increased cost of living expenses, cash demands for stock we buy, and the war taxes we pay either directly or indirectly,

BUT WHAT OF IT?

Don't you suppose that the boys who are bidding good-bye to those whom they hold most dear on earth *feel it?* Don't you suppose the fellows who go down in the cold blue waters on bombed ships *feel it?* And say, what about those who stand up and face machine guns, and poison gas, and curtains of fire? The young men, the flower of the manhood of our country! Oh, the pity of it that it had to be! The boys with flesh so lately warm and sweet and tender with childhood's softness. Don't you suppose *they feel it?*

There are slackers who would be astonished if they saw themselves in a magic mirror so branded. Those who are actually grumbling because they have less white bread and are limited in sugar, and must needs be inconvenienced by shortage of labor, and in disturbed business conditions.

Oh, I think we should all be proud and happy that we can do our little "bit" of sharing the suffering, and such a *little* "bit" it is!

This is no time to sit down and wring our hands and remark "Woe is me, woe is me," for that will help neither *us* nor *them.*

This is the time when every good man must come to the aid of his country.

And here are some of the ways he can do it.

First.—To keep well and to keep every individual in his organization and home physically fit. Yes, it is a patriotic obligation that we keep well, that we act, not as stones in front of the wheel of production, nor command the time of nurses and doctors to take care of *us* when they are needed "Over There."

Second.—That we shall be cheerful and optimistic, not permitting ourselves to be wrapped about by A CLOUD OF GLOOM. Oh, yes, it's a luxury sometimes to think how much *we* are suffering, but AWAY WITH IT. Let us hold our heads up and say proudly with that great leader who was able to face sorrow with the words: "I am glad he had the chance to serve his country."

Yes, we must be cheerful, and *hopeful,* for when a man loses hope he is beaten. And a nation and an army are made up of individuals!

Third.—Then business has an obligation to keep itself at flood tide in order to hold up the hands of the Government with *money* and *increased production.* And we cannot keep our businesses at flood tide in these days of changing conditions, unless we keep our ears to the ground and know just when to expect the ebb and flow of the tide. We must keep an eye on the world markets, on world conditions, and world crises. *Efficiency, thoroughness, the ability to anticipate,* and *the power to adapt ourselves to changing circumstances must be constantly ours.*

Fourth.—Then I would emphasize the importance, yea the absolute need of developing leaders for our business, from among those who remain at home. LEADERS, yes, for who knows when *we* may be called away, and we must run no chance of there being no one to take our places.

All this takes initiative, constant attention to business, and willingness to serve country, and the giving of first place in our lives to high ideals. Let us put *first things first;* let us be willing to pay the price, for only then will the vision of real glory of life be granted, and comfort and peace, and joy fill our souls. Pay the price, *no matter what it costs,* and, then, whether *your* heroism is being recognized or not, YOU are a SUCCESS.

Yes, many a hero will wear civilians' clothes, and while wearing them, prove a true patriot, because he does his BEST!

People Who Quote Goods By Mail Must Stand By Their Figures

By Elton J. Buckley

Copyright 1917, by Elton J. Buckley

HERE is a question which will interest everybody:

"Springfield, Ill.

"Please tell me whether there is a real sale in the following case: I have dealings with a manufacturer in the city of Chicago, and a great deal of our dealings are by mail. Whenever he has goods that he thinks I can use, he writes me, and sometimes wires, though usually he writes. In the letter he quotes me a price, and I immediately answer, buying the goods or not, according to whether I am interested. I have been dealing with this man for several months in this way, and never had any trouble until last month, when he wrote me as usual, quoting me a price of $4.50 a dozen. I needed the goods, and I at once wrote back placing an order for fifty dozen. His letter reached me the day after it was mailed and he acknowledges that my reply reached him the day after I mailed it, so there was no delay, the whole transaction being done inside of three or four days. As soon as he received my order, he sat down and wrote me a letter, saying he could not accept it, as the market had gone up, and the quotation had been a mistake anyway. He said he had meant to quote $5.25 a dozen. He now refuses to fill the order and claims that he has a right to refuse the order any time before the goods are shipped. I have to have the goods, and I find today that the best I can do is $5.35 a dozen. Do you think I have any ground for damages against him? As I look at it, we made a contract, and he ought to live up to it.

"Yours,

"A. B. & Bro.

"P. S.—I forgot to say that all his letters offering quotations say 'subject to being unsold.' In this case the goods were not sold, as he has offered them to me since."

Under the settled law, this Chicago seller hasn't a leg to stand on. The law will not allow him to play fast and loose in this way. Recognizing that in all lines there is a great deal of trading by mail, and that the integrity of these transactions must be safeguarded, the law will compel a man who quotes goods by mail on certain terms to stand by the offer until the other party has had a chance to act on it.

The buyer, however, must act within a reasonable time. If he does not, the offer automatically lapses, and the seller can no longer be held. In the case submitted, the buyer unquestionably acted within a reasonable time. In fact, he acted as quickly as he could, unless he wired, which the law would not compel him to do in answer to a letter. If the seller had *wired* his offer, the buyer, in order to be safe, would have had to wire his answer.

My opinion is that the minute the buyer deposited his acceptance in the mail there was a contract which the seller can be compelled to fulfill. I say the contract was complete when the acceptance was deposited in the mail, rather than when the seller received it. This is so because the law regards the mail as the *seller's* messenger—the messenger he chose for the occasion—and when the answer was delivered to the messenger it was therefore delivered to the seller.

A great many manufacturers and jobbers print on their letter-heads some wording like this: "All quotations subject to change without notice." The law doesn't pay much attention to these stereotyped phrases, and if the offer in the letter was definite and complete, the above wording will not be allowed to detract from it. Of course, a man who is quoting a price on merchandise by mail can always make such quotations subject to market changes if he wishes to, but the chance is he will get few people to deal with him on such an indefinite basis. All he would need to do is to add a last paragraph to the letter itself, as follows:

"This quotation is conditional upon the goods not being sold or the price having advanced prior to the receipt of your acceptance."

If the Chicago manufacturer in the cited case had put this in his letter, my correspondent would have no case, because he would have had notice that as to this particular offer there were two chances that his acceptance might not get through—the first that the goods might be sold and the second that the price might have advanced, either or both before the acceptance was received. In the above case he only had notice of one contingency, and that not having occurred, I believe the seller is bound.

I need hardly add that the seller's plea that "the quotation was a mistake" will not help him any.

It is getting to be a common thing for a seller who quotes by mail, to put in his letter, "subject to confirmation." This is often used so as to afford another loophole in case the seller wishes to lie down. Of course, in very many cases it is used for perfectly legitimate reasons. In one case submitted to me recently, two parties had made a contract for futures which contained the words "subject to confirmation." The order was sent on to the seller, who admitted receiving it, but it was never formally confirmed, and when the market later advanced, the seller tried to back out, on the ground that the order was not in force because it had never been confirmed. The buyer proved, however, that the same seller had accepted several orders from him, all containing "subject to confirmation," without ever actually confirming the order after receiving it, so the court held that by his course of dealing, the seller had waived his requirement.

American Tobaccos For Europe—Are We Ready for The After-the-War Competition?

By Alfred Thomas Marks

IT is none too early for our United States tobacco producers to lay their plans for action in the after-the-war days. Assuming that we have a good and lasting grip on the tobacco foreign trade of Latin America—which seems to be amply borne out by the present popularity of our leaf and manufactured tobaccos in South and Central American countries—we will be following the dictates of good business policy to turn our attention to the possibilities in the various countries of Europe, for in that part of the world is to come our hardest fight in the coming scramble for trade.

True it is that several of the European countries which had been exporting tobacco, leaf and manufactured, just prior to and immediately following the outbreak of the war had succeeded in building up a considerable volume of trade, and we have no reason to believe that this competition will remain paralyzed for any considerable length of time following the coming of peace. So that our plans now should be made with the purpose steadily in view of having to meet the competition, not only of all of Europe, but of all other nations able to produce a surplus of tobacco over and above their own domestic requirements.

It is well for us that our tobacco products are, even thus early, no strangers in most of the European countries, and that we will be knocking at few doors where we are unknown. Furthermore, our tobaccos have won a high place in the estimation of the European buyers and easily hold their own with the like products of any other country.

Statistics just available at the United States Department of Commerce, in Washington, tell the remarkable story of our increase in tobacco exports in the year ended May 31, 1918, aggregating more than six millions of dollars over the amount for the year ended May 31, 1917—the total for the former twelve-month being $87,700,000, while in the latter year we exported tobaccos in all forms worth $81,500,000. And this increase in a year in which the country has been at war, and with practically all industries organized on a war basis!

What will be the factors in the winning of the after-the-war European markets—by which is meant a goodly share of their foreign trade, for we cannot hope to completely "bag" the entire tobacco foreign business of any country, even though we have a good chance to dominate it.

Going back a few years, and taking conditions as we find them in the year following the outbreak of the war, we see that the chief difficulty confronting us then—as it will confront us again later on—is the matter of delivery, or rather, transportation. As a matter of fact, our overseas trade has reached a status and has increased to such an extent that once we are able to set the goods down in a fairly satisfactory manner in the European countries the other difficulties attending the proposition will practically take care of themselves.

But we are not able to do so to any considerable extent under the shipping and tonnage conditions obtaining at this time. In many cases—perhaps in a majority of instances—our tobacco exports have to be transshipped, thus adding to the cost of delivery and necessitating the placing of a higher retail price on the goods at destination. This, of course, has a vital bearing on competitive conditions and affects the volume of sales materially.

This being true—and every experienced tobacco exporter knows exactly how the proposition shapes itself as regards deliveries in most of the European countries—we should seriously address ourselves to the solving of the delivery problem. And here is where we find that, at the close of the war, we will be far better prepared to take care of our foreign trade than will be any other nation on earth.

The attention of our tobacco manufacturers and exporters is directed to the very important point that even if our shipping facilities are necessarily restricted now, on account of war conditions, with the cessation of hostilities we will have right here in our home ports, with steam up, ships enough to serve the commerce of the entire world. These are the vessels now rapidly being produced by our Shipping Board and Emergency Fleet Corporation. Plans have already been worked out, in all detail, by which these vessels may, at the close of the war, be chartered to commercial organizations and individual shipping concerns, thus avoiding the necessity of Government operation and control.

In view of the fact that, in large measure, the commercial navies of competing countries must needs be rebuilt from the water up, the tremendous importance of the advantage we will thus have becomes apparent. Worth mentioning, too, is the apparently Utopian, yet practical, idea of one of the officials of the Department of Commerce that we must find jobs for the army of airplanes we are producing, once their part in winning the war has been accomplished. He ventures the suggestion that as freight carriers we could find not only a highly profitable work for them, but also for the thousands of aviators we are training. As each plane carries a load of from 1500 to 2500 pounds, the suggestion is at least worth considering, especially as it might be made to apply to our rapidly growing trade on the western hemisphere.

Next in importance—although not nearly as essential as the ability to deliver the goods—is the matter of covering the European territory by salesmen who are grades and grades above the level of the ordinary peddler.

Some American cigar, cigarette and smoking tobacco manufacturers are said to have given up all idea of cultivating foreign trade for the reason that they have been unable to secure the stamp of men necessary to win success in this work. It should be remembered that a man who is thoroughly at home and a business-getter traveling a domestic territory will frequently "fall down" lamentably in attempting to sell abroad. The two propositions differ at every point.

The man who sells our tobacco products in foreign countries must know the market—know what he is "up against" in the way of competition—how his lines compare with those of the countries he is competing with and in what respects they are superior. It should never be forgotten, in dealing with the European export problem, that we must to a great extent uproot old-established trade sources in those countries before we have laid a permanent foundation for our goods.

We are going into no virgin territory, as was the case in some of the countries of Latin America. Above all else the salesman traveling Europe must be able to make himself understood, either by speaking the language himself, which is preferable, or by using an interpreter. Big successes have been won by United States salesmen under both of these conditions, an instance having been related to the writer where an American salesman covering China with a line of our cigarettes—China, by the way, bought over $10,000,000 worth of United States cigarettes last year—was helped materially in making sales by the use of a native interpreter who was well known to the dealers and wholesalers, and who "stood for" the quality of the goods.

Personality, force and adaptability count for much in the foreign salesman; a good "mixer," who knows the people he is attempting to cultivate in a business way—a really "big" man who has the genuine salesmanship idea—will succeed in nearly every instance, and is worth all he costs.

Can we compete with the European tobacco producer in the matter of price? Are we and will we be economically so situated that our cigar, cigarette and smoking tobacco factories can sell at a price, delivery included, which will enable us to have a "look-in" in the markets of the interior European countries? This is really the acid test of the whole European export problem as it affects us. And the question is ready at hand.

European tobacco products factories, large and small, almost without exception, are at this time converted into munitions and war work plants of one kind or another; leaf tobacco stocks in most of the countries are at the lowest possible ebb and in many cases do not exist. The inevitable result of these conditions is that, once the war is over, a greater or less period of time will be required to put the tobacco producing industry in shape to operate even to supply the domestic requirements, and to create a surplus of tobacco, leaf or manufactured, for foreign markets will be a still more remote proposition. That's Europe.

In America, should we be able to continue operations as at present, and the economic conditions remain as they are—or even if we are able to keep our mechanical facilities intact pending the coming of peace—we will be in position to jump into world-trade at the drop of the hat, while our competitors are engaged in the uphill job of "coming back" and doing their utmost to get on a normal producing level again—which will be no insignificant proposition in itself.

A consideration having no little bearing on our tobacco foreign trade is the advisability of our manufacturers adopting the "Made in U. S. A." mark or label.

In the post-war days we will doubtless have to fight those who have a penchant for faking—and it will not be the first time that the inferior output of a certain class of European cigar and cigarette producers has been palmed off on the credulous and unsuspecting buyer as having been made in the United States. But granting that a certain quantity of the inferior tobacco goods is disguised and distributed under the "Made in U. S. A." name, every indication is that it would soon fall of its own worthlessness.

It is far from likely that the American tobacco products exporters will fail to adopt the idea and use it after the war. The disastrous effects of competition with our dependable tobacco goods should certainly spell a quick end for the fakers and substituters. The good cigars and cigarettes will carry their own distinguishing name and the bad will have to compete with them, and will stand or fall by the test.

The methods that Germany used in South American countries to injure our tobacco trade there furnish one strong argument for the use of the trade mark. It is definitely established that her agents flooded the markets there with vilely inferior cigars, cigarettes and smoking tobaccos which were purported to have been made in this country. The stuff naturally gave no satisfaction, and the result was a temporary setback to our exporting interests in Latin America. We were becoming too strong there to suit our Teutonic enemies, and they saw the market which they had almost controlled for many years slipping away, so this easy means of creating distrust for our tobacco products was adopted.

There is no reason why it cannot be attempted again, not only in South America, but in European countries as well, unless we take the proper steps to dignify our products with a distinctive mark of their own and see to it that it is not imitated or falsified. After the war, the use of a "Made in Germany" label for a very long time will be a splendid way to spoil the sale of the merchandise which bears it, whether it be cigars and cigarettes or other lines. Most of the world will be so thoroughly impressed with the recollection of her unspeakable crimes that it will not be at all disposed to buy her goods when others as satisfactory can be had.

On the other hand, "Made in U. S. A." on a cigar band or stamped on the box will be an excellent argument for its dependability, and there will be no prejudice to overcome. Our goods can best compete with the nameless tobacco products of other nations if they bear our name as a guarantee of their worth.

With a splendid prospect of being able to surmount the delivery and transportation difficulties which have in the past held down our European tobacco trade to a fraction of what it would otherwise have reached; with the selection of real salesmen who will size up to the requirements of the European export field; with the producing price kept at the lowest possible level; with the adoption of the trade mark which will say to all the world, "Under this sign we conquer"—in short, with the application of American commercial common sense to the problem—we need have no fears for our after-the-war trade in the European countries, for it cannot be headed off and cannot be made to take second place for any other nation on earth.

Cigar Store Salesmanship

By Frank Farrington

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CHAPTER X

Your Frame of Mind

DOES your work look good to you? Did you ever stop to think about what your opinion of your work is and how that opinion aects your success?

Some men seem to dislike particularly to investigate what is in their own minds. They seem to be afraid of what they may find there. If this should be your case, it might serve as an explanation of your failure to advance faster.

This being afraid to look yourself mentally in the face is the same thing as being afraid to have a physical examination lest you should find yourself possessed of some dreaded disease.

What would you think of a man who never had the engine of his automobile examined for fear there would be something found wrong with it?

You would class such a man as worse than foolish. In the same class you would admit belongs the man who would not have himself examined for defects. In what way is the man different who will not dig down into his own mind? And how does it change the answer any if you are that man?

The man who takes no mental inventories cannot know whether he is increasing his store of mental knowledge or not, or whether he is developing in efficiency. He has no way of knowing whether he is really a better man this year than he was last year. His sales record may show whether he has sold more goods or less, and in a way that may indicate growth or lack of it, but to know one's self, to know whether there has been a real inside development, requires self-investigation of an intimate sort.

And so we come back to one of the questions a man may well ask himself, and that is whether his work attracts him or repels him. When a man's work looks interesting, when it beckons him on the greater effort, then he develops greater enthusiasm and a more lasting energy.

The man who never thinks about his work will never care enough about it to consider what his mental attitude toward it may be. He may sell a lot of goods just because he has the right kind of goods to sell and the backing of a live management, or he may even have a pleasing personality that makes him something of a success in spite of his carelessness, but unless he gets a deeper mental hold on his work, he will not make good in the face of hot competition.

There are many men who do not want to be left by themselves long enough to be compelled to do any thinking. They do not like their own society. They may even have that on their minds which they are afraid to face, or they may have nothing at all in their minds. If you have something on your mind that troubles you when you have to face it, you can do no better than to replace it with thoughts of your work. If you have nothing at all in your mind, the more shame to you! Get some thoughts about your work planted there.

The man who never gives his work any thought at all might well be replaced with a machine, for a machine can do better than a man almost any kind of work that is done without thought.

Think about your work, your job, and take notice of how much you think about it, and consider whether that is enough thought to give it.

In thinking about your work, direct your thoughts in some useful channel. There is nothing to be gained in thinking of your work if your thought is concerned with how much longer you will have to work today, with how you can get out of some job laid out for tomorrow. Don't think "How little can I do and get along?" Think, "How can I do more to help?"

Everything else being equal, the salesman who works most rapidly would of course be the most valuable, but everything else is not equal. You cannot wait on customers faster than anybody else, and do it better too. It is difficult to hurry salesmanship without hurrying customers. Hurried customers are not satisfactory buyers or satisfied buyers.

The salesman who hurries customers in order to get through with them gets through with them too soon. He never makes any extra sales.

This is a day of what they call "snappy work." We make a fetich of speed, and in going so far we sometimes forget that a ball player who has nothing but snap to recommend him, lacks everything except a fundamental attribute, which may be turned to advantage if he learns to be accurate as well as fast. Speed is of high value, but right methods, right mental attitude, accuracy, efficiency should be developed first, and then the work increased in speed by degrees. As you look over your list of business acquaintances you will find that the men who have succeeded best have been the fellows who did their work the best they could instead of the fastest they could.

Not the least important part of the influence of mental attitude is the way we impress others regarding our work. We may slouch through the day's work and at night, if we have put up a good front, we may think that our customers haven't noticed that we didn't care a continental about the business.

We fool ourselves and only ourselves. Our customers, if they are men whose opinions we value, know it well enough when we do not feel an interest in what we are doing, and the customer's opinion of our methods is important, even if he does not pay us our wages direct.

If we are not sincere in our enthusiasm about our line, we cannot convey the impression of enthusiasm, at least not for long. If we are trying to fool ourselves and those customers whose opinions we value, we might be benefited by hearing their opinions of us, though it would not cause us to chuckle with satisfaction while listening to them.

Would you rather have your house painted by a man whose sole idea was to cover as much surface as possible in a day without regard to whether it was

properly covered or not, or by a painter who took a pride in his ability to put a good, even coat over the whole job? Who wouldn't prefer the work of a man taking pride in the way he does it to that of the man whose sole boast is that he gets through in record time?

If we regard retail cigar store salesmanship as different from other occupations and think it is excusable to rush its work instead of giving it the time necessary to get the best results, we make a mistake. Salesmanship requires as painstaking effort as the painting of miniatures. Detail is the very life and success of it, and detail and rush are two things just about as compatible as gasoline and live coals.

If you don't seem able to discover just what your mental attitude is, if you don't know just how to go about investigating it, I would suggest the most rudimentary method. Take the medicine every hour or half hour. Make it a rule for a week to open a notebook every hour and set down the thought found uppermost in the mind at that time. At the end of the week there will be an interesting study of mental attitudes which may open your eyes to your tendencies of thought. You may discover what others have known all along about the trend of your mind.

"As a man thinketh in his heart, so is he." It does not say, "As a man thinks, he thinks." It is the set of real, bottom thoughts that govern a man's mental attitude. The surface thoughts are the effect of the state of the mind underneath.

Haven't you listened to a customer talk for five or ten minutes, knowing all the while that you were not getting a thing he was really thinking? And haven't you yourself talked in that same way to people, carrying on a conversation that did not have anything to do with what was in your mind? Certainly, and isn't it likely that sometimes you have deceived yourself into thinking that the things you talked about were the things you thought about?

Just because you put in so many hours a day talking about cigars and tobacco, does it prove that your mind is on those goods or on selling them? Don't deceive yourself by thinking that the words of your mouth are the thoughts of your mind when they are not. Get your actual thoughts where they belong—on your work and on your goods. Nothing less than that kind of attention will enable you to develop into the kind of salesman you want to become.

Lancaster County Notes

ADVICES from Lancaster County up to the last week in August indicated a remarkable growth of tobacco during the month, due to hot weather and frequent showers. Not only so, but the crop is pronounced both by growers and packers as of unusually fine quality. Three-fourths of the crop had been topped, and some small lots harvested.

The growers and buyers are both holding back. The growers for stripping time, when they will know what they have to offer, and the packers, because they expect, or hope for, a break in prices, on account of the large increase in the number of pounds on hand.

Government figures back up this idea. July 1, 1917, there were 87,922,326 pounds of cigar leaf grown in Pennsylvania, on hand, and on July 1, 1918, 96,753,147 pounds. Crop prospects, if realized, will largely increase the average. However, buyers and sellers can draw their own conclusions, as the question of demand governs the price, as well as the amount of the supply.

There have been rumors of a "gentlemen's agreement" not to buy any of the crop at over twenty cents, but these rumors float around every year, and receive little attention. When it comes to buying, it is a question of how much the "gentlemen" want and how much they want it and also what they can get it for. For instance, at a recent meeting of farmers at East Petersburg, a price of forty-two cents a pound was set for wrappers.

On this subject "The Lancaster Examiner" recently said that:

"Among the growers the belief is expressed that it is the big cigar concerns of the country who will say what price is to be paid this year, that if they want to add to their holdings they will be willing to pay the price, as they have done in other years, and will buy up the bulk of the crop. If they stay out of the market, however, the buying of the crop will devolve on the local packers, who will purchase at whatever prices they can get it.

"The proposed new tax on tobacco is causing cigar manufacturers some perturbation. Uncertainty, which prevails at a time when changes are in prospect, is operating to keep down business. Not knowing exactly how they stand the manufacturers are at a loss to know how to govern their business, which they are allowing to drag along until the revenue bill has been passed. None can see any other remedy except that the prices of cigars be increased. With higher taxes, higher priced labor and higher cost of materials there will be no option except to sell their product at a higher price."

It has been the custom of the Lancaster Soldiers' Tobacco Fund Committee to provide every drafted man who leaves the city for the camps with a generous supply of "smokes" and "makins," or plug, if he prefers. The number of recruits in the county has been so large that the big fund provided by the first call is about used up, and another drive is in progress, that is meeting with a hearty response.

T. M. A. Conservation Committee Reports

THE conservation bulletin of the Tobacco Merchants Association offers to the cigar manufacturing trade recommendations that in the main must be conceded as being entirely practicable. It is not supposed that any group of men can formulate suggestions that will meet with the entire approval of the trade, but it is believed that in the main the recommendations set forth in following paragraphs will meet with only minor objections.

As regards the conservation of wooden boxes it does not look as if the cigar box manufacturers had been consulted in the matter. It is pointed out that manufacturing only one-tenth packings will very materially cut down production, and that just now it is impossible to get enough cigar boxes to supply the trade. It is stated further that one-tenth packings will produce a high percentage of wastage which otherwise would be absorbed in one-fortieth and one-twentieth boxes.

This latter objection will probably be met by the Government through authorization to manufacture one-fortieth and one-twentieth packings to the extent of using up the wastage from one-tenth boxes.

There could doubtless be still further reductions in the matter of paper, and the use of lithographed cedar paper to cover substitute cedar boxes will hardly be considered necessary.

Manufacturers who have objections to offer will receive full consideration if they will file any protests or suggestions with Charles Dushkind, secretary of the Tobacco Merchants Association, or Henry Esberg, of the General Cigar Company, chairman of the committee.

It has been suggested that the issuance of this bulletin by the committee, consisting of Henry Esberg, George H. Hummel, D. Emil Klein, A. I. Lewis, J. W. Merriam and I. C. Rosenthal, will precipitate discussion and suggestions much more promptly than a questionnaire.

All cigar manufacturers are urged to read the suggestions carefully and to promptly send approval or criticism to the committee.

The bulletin follows:

TO THE CIGAR INDUSTRY:

The cigar industry, in common with all other industries in the country, has been called upon by the Government to eliminate the use of non-essential and unnecessary material, to curtail as far as practicable the use of such material as cannot be altogether dispensed with, and to adopt such measures and practices as may bring about conservation, economy and labor saving.

In furtherance of the wishes of the Government, and with a view to submitting to the Government a voluntary proposition of conservation on behalf of the cigar industry, a conference of leading cigar manufacturers, called by this association, was held on July 23d last, for the purpose of considering and determining upon such conservation and economy measures as may be practicable in the manufacture of cigars.

The conference referred to resulted in the appointment of the conservation committee hereinbelow named to investigate the matter and to work out a detailed conservation plan for submission to the trade for approval, and if so approved, to be presented to the War Industries Board for such action as it may deem proper in the premises.

RECOMMENDATIONS OF COMMITTEE:

The conservation committee now submits the following recommendations:

Wood Boxes:

1. That no cigars of the Class A type as defined by the Internal Revenue Laws or Regulations shall be packed in wooden boxes of less than 50 each, except such as may be needed to fill ordinary requirements for samples.
2. That no cigars of the Class B type as defined by the Internal Revenue Laws or Regulations shall be packed in wooden boxes of less than 100 each, except such as may be needed to fill ordinary requirements for samples.
3. That no cigars of the Class C type as defined by the Internal Revenue Laws or Regulations shall be packed in wooden boxes of less than 100 each, except such as may be needed to fill ordinary requirements for samples.
4. That the thickness of all boite nature boxes shall be reduced as far as practicable.

Labels, Etc.:

1. The following are to be eliminated and dispensed with altogether:
   Nail tags,
   Distributors' tags,
   Paper color tags,
   Oil or wax paper for the outside covering (wrapping) of packages,
   Special front paper mark.
2. No coated paper to be used for flaps, extension or back strips. Super, offset or folio paper to be used instead.
3. Outside labels to be used only on one end of the box; the size of such label to be limited to the size of the box-end and not to extend over to cover any part of the top or bottom of the box.
4. The use of lithographed cedar paper for the tops of boxes to cover the unsightly appearance of non-cedar wood may be continued.

Tin Containers:

Tin containers are to be eliminated, using in lieu thereof such substitutes as may be found available; or such other containers or boxes as may be found practicable, but which shall not be in conflict with the foregoing recommendations.

Tin Foil:

The use of tin foil as top sheets, layers, box linings and flaps is to be discontinued.

SAVINGS.

It is conservatively figured that by the adoption of the foregoing recommendations, the following savings will be effected:

Paper:

Coated Paper—		
Curtailment in the use of 25's and 50's,	646 tons	
Elimination of coated flaps and extension or back strips,	412 "	
Elimination of unnecessary labels,	7 "	
Total,	1065 "	
Less uncoated paper required to replace coated paper for flaps, etc.,	290 "	
		775 tons
Edgings,		214 "
Box Linings,		97 "
Nails,		102 "
Hinge Glue,		37 "
Label Glue,		121 "
Tin,		3000 "
Tin Foil,		19 "
Paste,		670 "
Lumber,		29,736,596 ft.
Muslin,		161,663 sq. yds.

From the above savings there should, of course, be deducted the necessary material that may be used to replace approximately 7,500,000 tin containers (50's) and 7,500,000 tin containers (25's).

CONCLUSION.

The committee respectfully submits the foregoing recommendations to the cigar industry and urgently invites a free expression of the views of those who are interested therein.

Needless to say it is of vital importance that we receive your criticism, endorsement or approval of this plan without delay, and hence an immediate reply is earnestly asked for.

Respectfully submitted,
CHARLES DUSHKIND,
Secretary.

MANILA CIGARS GOING BIG

Washington, D. C.

PRELIMINARY figures have just been received by the Bureau of Insular Affairs of the War Department, showing the leading features of the foreign trade of the Philippine Islands during the fiscal year ended June 30.

The growing American demand for the Philippine cigar was the leading factor in an increase of a hundred million in the quantity exported, which reached a total of 318,563,909, of which 224,174,251 were shipped to the United States.

The cabled report gives the total imports for the year as $83,763,290, and the exports as $116,614,611. Of the imports, about 60 per cent. were from the United States, while nearly 70 per cent. of the exported commodities found their way to American markets. There was a large increase in the trade totals over those of the previous year, a 61 per cent. increase being recorded in imports, and 63 per cent. in exports.

C. L. L.

A Connecticut local paper says that truck loads of children over fourteen years of age pass through the town going to the tobacco fields, to help harvest the crops, and return in the afternoon singing. We bet they are singing "Over There" and "Keep the Home Fires Burning." There is a lot of patriotism of a high type up there in Yankee land.

An exchange says that Lancaster County growers are asking and getting fifty cents a pound for their filler product, and Ohio farmers are asking thirty-five cents for their tobacco, now in the fields. It would be more accurate to say that both the Lancaster County and Ohio growers are getting various prices for their product, as they always did, but present prices will be away above the average of recent years.

Imported Leaf Values Increase

Washington, D. C.

AN increase of $10,000,000 in the value of unmanufactured leaf tobacco imported during the fiscal year 1918, as compared with the year 1914, seems to be the only effect the war has had upon the import business in the tobacco industry, according to statistics secured from the Department of Commerce. This increase, however, is entirely in leaf not suitable for wrappers, the imports of wrapper leaf having decreased approximately $2,000,000.

Imports of leaf not suitable for wrappers during the fiscal year 1914 amounted to 54,014,725 pounds, with a value of $27,243,668. The following year, the first of the war, had a serious effect upon importations, the total being but 38,523,550 pounds, and the value $17,889,621. In 1916, the quantity imported increased, but the price was lower and the value registered a loss, the totals being 42,943,027 pounds, and $17,372,126. In 1917 the quantity fell to $42,194,411 pounds, but a rising market brought the value up to $20,182,984. During the fiscal year 1918, ending with June 30, there was a most remarkable acceleration of imports, and the total reached a new high mark of 74,852,219 pounds, valued at $39,875,851.

Imports of wrapper leaf, on the other hand, have fluctuated greatly and for 1918 show a loss as compared with 1914. During the year before the war we imported 6,082,787 pounds of this leaf, valued at $7,241,178. In 1915 the total rose to 7,241,178 pounds, worth $9,267,044, but the following year fell to 5,070,308 pounds, valued at $7,246,942. A further decrease was recorded in 1917, when the total was but 3,941,936 pounds, valued at $5,298,995, but there was a slight recovery in 1918, to 4,515,344 pounds, with a value of $5,444,673.

C. L. L.

Cigar Dealers Must Get Full Retail Price

ABOUT two weeks ago the manufacturers of "Philadelphia Handmade" cigars notified the trade that thereafter the price of these goods would be $49 per thousand instead of $43. The new price was effective immediately and the attention of the dealer was called to the fact that to market this cigar at a profit it would have to retail at seven cents. To assist the dealer window banners were enclosed announcing the cigar at the price of seven cents.

The trade was advised that this increase was not to be considered as anticipating the new war tax, which means that whatever the new tax on Class B cigars is, it will be added to the present price.

It is not the purpose of this article to advertise "Philadelphia Handmade" cigars, but rather to use it as an illustration.

In the first place nothing but business necessity would induce the manufacturers of a big selling cigar, formerly in the nickel family, to raise the price of that cigar to a point where its retail price would have to be increased. No doubt as soon as the war tax is settled the price of all six-cent cigars will advance—in fact, they will have to advance. But here is a manufacturer who increases the cost of his goods on a basis of the increased costs of raw materials and production to him, and he further announces that this increase does not anticipate the war tax.

It would appear that the six-cent cigar has pretty nearly proven that it is easier to get a stipulated price for a new brand than it is to get a penny more for an old one. Now it takes some courage to be among the first in the field to further increase the retail price.

The result of this move can be studied locally, because the cigar unquestionably is one of the biggest sellers in the city. Our observation is that the dealer is scarcely entitled to any sympathy. The lessons of the first increase will have to be learned all over again. It's the same old cry, "I won't raise yet; let somebody else do it."

After two weeks we have seen less than a dozen window placards in the business section announcing the increase to seven cents. The drug stores and a few of the better class retail stores have advanced the price, but the very dealers who need it most are still selling the brand at six cents.

Most dealers are anticipating the coming increase in price and have stocked up as much as possible. Their bills are coming due and they are pinched for money. Yet they are passing up a profit of $10 a thousand because they are *afraid*. Afraid of what? Afraid to do business at a fair profit? Afraid to ask the consumer to pay one penny more for his cigar in order to give you a living profit?

These are wartimes. If men want to smoke they will have to pay the price. The manufacturer cannot subscribe to Liberty Loans if he is doing business at no profit or a loss.

There is a shortage of labor to harvest tobacco, a shortage of labor to strip it, transportation is mighty expensive. Labor demands its reward for continued service. Boxes, labels and everything in any way connected with cigar manufacturing is higher.

But why recite this old tale. Everybody in any business knows that costs have mounted and are mounting steadily. If the consumer wants a thing he will have to pay it.

It is not by way of a joke that we say to the cigar dealer, "The worst is yet to come." We have not begun to feel the effects of the war as the European countries have. And if the conflict continues another year the cigar and tobacco trade is going to have to do some real work to get goods. The present scale of prices is no indicator of the future market.

The retail dealer takes, too often, the apologetic attitude to the complaining customer. Why not educate the customer to feel that *you*, Mr. Dealer, are doing him a favor in having the brands that he wants. The price is secondary. The manufacturer must have a profit if he is to make the goods, and the dealer must have his reward for standing up to the counter and passing out the goods and ringing the cash register bell.

The poor devils in Germany have been getting less than *five per cent. tobacco* in all goods so labeled, and many have been openly advertising and selling substitutes. The latest announcement from Germany is to the effect that after January 1, 1919, all cigar and tobacco factories will close down because there is no more tobacco.

The more we see of some retailers the greater is our sympathy for everybody else in the world. A man who won't take a profit when it is handed to him on a platter probably won't be able to make a profit when he needs it most.

The three-for-a-quarter cigar is in the offing. The stogie is on the five-cent counter. Six- and seven-cent cigars are by no means permanent institutions.

Mr. Dealer, when the manufacturer notifies you of his increased prices, don't hesitate to fix your retail price accordingly. The retail cigar dealer is quite unlikely to be hung for profiteering, but he is likely to fall into the hands of the sheriff between now and Christmas if he does not show some business sense.

Every time a retail dealer complains to us about not being able to make any money and we see the six-cent sign on his "Philadelphia Handmades," we utter a silent prayer for a nice, big, soft custard pie to push his face in.

Classification of Tobacco Industry As Non-Essential Not Sanctioned By Government

THE following statement has been issued by Charles Dushkind, secretary and counsel of the Tobacco Merchants Association in regard to the statements that have recently appeared in the daily papers to the effect that the tobacco industry has been classified by the Government as a non-essential industry:

The statements recently published in some of the daily papers in the form of dispatches from Washington that the tobacco industry has been classified by the Government as a non-essential industry are decidedly erroneous.

In the first place, the classification referred to was made by the local board of the District of Columbia and applies only to the labor situation in the District of Columbia, and the classification in question has not been authorized or sanctioned by the Government agencies charged with determining questions of this character or with classifying industries into essential or non-essential.

In the second place, the District of Columbia labor board did not classify the tobacco industry as a non-essential, but it simply declared as "non-essential or non-war work" the *unskilled labor* employed in the industries mentioned.

Moreover, the misinterpretation that appears to have been placed upon the declaration of the District of Columbia labor board has caused such uneasiness in the various industries named by the board that Nathan A. Smyth, assistant director general of the United States employment service, has seen fit to issue the following statement:

"The United States Employment Service is not purposing to use any form of compulsion in such recruiting, other than an appeal to the patriotism of the worker and the employer.

"The power to determine priority among industries, and to close up non-essential industries by shutting off supplies, rests with the War Industries Board.

"The United States Employment Service will follow the priorities determined by the Priorities Board of the War Industries Board. The Employment Service, through all its agencies will keep the systematic and constant co-operation with the man power and material program of the Government.

"It is within the province of each Community Labor Board to list those non-war industries in its community which will first be called upon to contribute men to war work.

"This does not mean that such industries will be compelled to close up or to discharge their male employes at once, but that with as much fairness as possible, and with as much speed as may be necessary to meet the national emergency, they will release male workers."

Leaf Tobacco Exports Reach New High Mark

Washington, D. C.

DESPITE war conditions, our exports of unmanufactured tobacco during the fiscal year 1918, ended June 30, reached a new high mark, according to statistics now being compiled by the Department of Commerce, more than $15,000,000 higher than that for 1914, the last pre-war year.

In 1914, which closed a month before the outbreak of the war, we exported 446,944,435 pounds of manufactured leaf tobacco, valued at $53,903,336. The following year, 1915, considerable depression manifested itself because of the war, and exports fell off to 347,997,276 pounds, worth $44,479,890.

In 1916 the market began to rise, and exports increased to 436,466,512 pounds, nearly as much in 1914, while the increased prices partly made up the difference, the total being $53,014,852. From then on, the quantity exported decreased rapidly and steadily, but the advancing market more than offset the smaller shipments. In 1917 we shipped but 406,431,021 pounds, but they were worth $59,788,154. During the fiscal year 1918, our exports fell to 288,781,511 pounds, but the value had risen to $69,674,731.

This year, for the first time since 1915, unmanufactured leaf was exported to Belgium, a total of 75,523 pounds, valued at $6500, being shipped. This country, before the war, was a big user of our leaf, the total for 1914 being 11,677,604 pounds, valued at $1,420,956.

The statistics also show the elimination of three countries, Denmark, Sweden and Germany, from our markets. In 1916, Denmark absorbed 6,342,276 pounds, valued at $691,263, and in 1917, 15,403,035 pounds, worth $1,823,673. In 1918, not a pound was shipped to that country. Sweden in 1916, used 4,178,160 pounds, valued at $436,254, and in 1917, 3,979,950 pounds, worth $396,420; this country, also was eliminated this year.

Germany dropped out of the running as quickly as its victim, Belgium. Whereas, in 1914, we shipped to the Teutonic Empire 32,057,051 pounds, valued at $4,014,379. This dropped in 1915 to 10,018,503 pounds, worth $1,434,945. Since then no tobacco has been shipped to Germany and, unlike Belgium, none will be shipped there for some time to come, except that which will be consigned to the American Expeditionary Forces, "en route to Berlin."

C. L. L.

Don't hide your light under a bushel!

Set it on a Candlestick

DON'T handicap the natural growth which the merits of your product would make *certain*, just because you are prejudiced; and think the buyers will *come to you*.

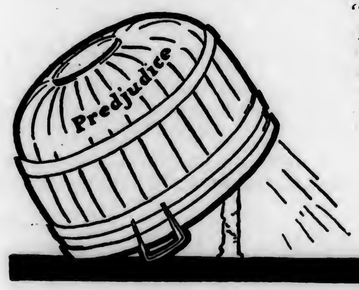
They won't!

If your product *has* exceptional merit, *enlighten* the buying public through the *modern business force* of publicity.

If there *ever was* a time when people need to *know* about better goods and newer, quicker ways to do things, that time is *right now*.

The buyers *won't* flock to your door, even though the latch string hangs out, *unless* you invite them.

Set your light on the candlestick of Business Paper Advertising—don't hide it under a bushel. Use big space regularly to enlighten the buyers in your field. Ours is one of the *best* mediums through which to *reach these buyers*.



"Is a candle brought to be put under a bushel, or under a bed? and not to be set on a candlestick?"
—St. Mark: 4; 21.

Copyright, 1918

The Tobacco World

236 CHESTNUT STREET

PHILADELPHIA

The Philadelphia Leaf Market

LABOR trouble continues to be the bane of the manufacturer. A member of one such concern recently remarked that unless conditions improved, he intended to shut down his plant entirely.

A new machine, the initial cost of which is about $4000 and which has been on the market for some months, has demonstrated the ability to turn out a perfect made cigar in every respect. On being advised by a friend to try and obtain a few of these machines, the manufacturer, being entirely too conservative for his own good, replied he could not see the outlay of so much money on a new article.

From what the writer has learned, one of the largest manufacturers in Philadelphia has eight of these machines in operation at the present time and orders on file for eight more. These machines certainly should help solve the labor question. The only drawback at present is the inability to fill the demand for them.

The writer has it on reliable authority that these machines save for the manufacturer at least forty to fifty per cent. in material, and that each one can easily be handled by three unskilled hands, and turn out four times the number of cigars than in the ordinary way. Necessity has again proved the mother of invention.

Cigar leaf continues high in price, although more has been thrown on the market lately than people thought existed. As time passes, and the increased tax bill comes closer to enactment, with prospects of a decrease in consumption of cigars, more and more tobacco will be offered for sale. Of course, should the war come to a sudden end (which hardly appears likely from present reports), goods in both raw and manufactured form will again advance in price, as most of Europe has been unable to obtain any tobacco, in quantity, during the past four years, and all American stocks will be greatly depleted by the demand which will arise. In the meantime holders and buyers of leaf tobacco must meet conditions as they develop.

The following lots of tobacco were recently offered in this market:

19 cases 1917 Connecticut Primed (for binder purpose) at 32 cents A/W. f. o. b. Pennsylvania.

82 cases 1917 Pennsylvania Fillers (running in grades from 14 to 26 inches) at 26½ cents A/W. net cash, goods guaranteed sound, f. o. b. cars Lancaster.

55 cases 1917 Gebhart Wrapper B's (showing slight fat stem) hand sized, fine packed, resweated (otherwise guaranteed sound), 32 cents A/W. out of sweat about September 20th, f. o. b. cars Lancaster.

70 cases hand sized 1916 Zimmer Wrapper B's (slightly frosted), in sizes running from 10 to 22 inches, at 27½ cents A/W. f. o. b. cars Pennsylvania, regular terms.

100 cases 1916 Pennsylvania B's, at 34 cents M/W.

100 cases 1916 Connecticut Havana Seed Seconds, sizes from 18 to 26 inches, at 62½ cents M/W. f. o. b. Pennsylvania.

360 cases Pennsylvania (strip outs) at 40 cents A/W. f. o. b. cars Lancaster.

90 cases 1917 Pennsylvania Fillers at 30 cents A/W. f. o. b. cars Lancaster. Is the binder end of the crop.

About 500 cases Connecticut Havana Seed Brokes at 34 cents M/W. shrinkage 16%.

200 cases Connecticut Havana Seed No. 2 Seconds at 40 cents M/W. 15% shrinkage.

200 cases 1916 Pennsylvania Fillers, in sizes from 16 inches and up, at 28 cents A/W. f. o. b. cars Lancaster.

100 cases 1917 bulk sweated Dutch Tops (nice sizes) at 30 cents M/W. 17% shrinkage, f. o. b. cars Ohio.

100 cases Cuttings at 35 cents A/W. f. o. b. cars Lancaster.

18 cases 1917 Gebhart Fillers at 28 cents A/W. less 2%, f. o. b. cars Pennsylvania.

70 cases 1917 Connecticut Havana Seed Seconds, sizes from 18 to 26 inches, at 60 cents M/W. 14% shrinkage, f. o. b. Connecticut.

369 cases Gebhart Wrapper B's at 38 cents M/W. f. o. b. cars Ohio.

89 cases fancy Gebhart Fillers at 25½ cents A/W. net cash, f. o. b. cars Ohio.

100 cases 1917 Zimmer Fillers at 25 cents A/W. net cash.

19 cases 1917 Connecticut Havana Seed Brokes at 32 cents M/W. 15% shrinkage, f. o. b. cars Connecticut, net cash.

L. Baco.

The newly organized Franco-American Cigarette and Tobacco Company, with headquarters in Louisville, Ky., is making arrangements for doing an extensive business. The company has bought real estate at Preston and St. Catharine Streets, to be used in the manufacture of cigarettes, especially for exportation to France. The property bought consists of two plots, one 60 by 170 and the other 25 by 100 feet.

Customer to grocer—"I wish you would not give me such short weight for my money."

Grocer—"I wish you would not give me such a long wait for mine."

A dispatch from Frankfort, Ky., states that in consequence of war conditions, hail insurance on tobacco has been increased 100 per cent., and a horizontal increase of 10 per cent. has been applied to all five risks in the State, except from property. Tobacco seems to be a favorite victim of those who want to make a raise. We can only hope there will be no hail in Kentucky.

"Now, Rastus," said the captain, "don't you want to make your will before you go over?"

"Will nuthin', sah! De only will I'se worryin' about is will I come back."

A PROBLEM

The Conservation Committee of the Tobacco Merchants Association

RECOMMENDS:

"Tin containers are to be eliminated, using in lieu thereof such substitutes as may be found available, or such other containers or boxes as may be found practicable, but which shall not be in conflict with the foregoing recommendations."

The Answer

"Damptite"

the substitute parchment-lined fibre container already in service and giving satisfaction. We will be pleased to refer prospective users to cigar manufacturers who have tested this container in a most thorough manner.

¶ Since the Conservation Committee has also recommended that Class B Cigars be packed in wooden boxes of not less than 100, a package such as the "DAMPTITE" will be the only kind of a packing that will be able to meet consumer demand for containers of 25 cigars—a package that has already built trade in every section of the country.

¶ These are war-times and it is a case of "first come first served." The demand for "DAMPTITE" containers is already approaching the factory capacity.

GET SAMPLES AND PRICES TO-DAY

WIEDMANN-ST. LOUIS CIGAR BOX CO.

1117-23 NORTH BROADWAY ∴ ∴ ∴ ST. LOUIS, MO.

GARRETT H. SMITH, Inc.
106 E. 19th Street
NEW YORK CITY
Agent for the States of New York, New Jersey, Pennsylvania, Delaware, Maryland and Florida

AMERICAN BOX SUPPLY CO.
383 Monroe Street
DETROIT, MICH.
Agents for the States of Michigan, Indiana and Ohio

TRADE NOTES AND NOTICES

The Duys Canadian Tobacco Company has been organized in Quebec, Canada, with John H. Duys as president, with a capital stock of $200,000. The company will specialize on fillers, and will have a large warehouse at St. Jacques, Quebec. The firm of H. Duys & Company has also entered the Florida shade-grown tobacco field, with D. A. shaw, a prominent factor in the Florida trade.

Edward Wise, chairman of the War Savings Stamps Committee Tobacco Division, and president of the United Cigar Stores Company, made a great record on the last drive, and now urges the trade to renew its efforts for the present War Savings Stamps campaign. The tobacco industry has always been a leader among the one hundred and fifty-seven trades listed under the flag of the committee.

Bayuk Brothers Company, of Philadelphia, have received authority from the Secretary of State to do business in New York. F. Brown, 12 West Nineteenth Street, is the New York City representative.

A large concern has been formed in Copenhagen under the name of Aktieselaskabet Tandstikkompagniet, with the object of carrying on the manufacture of matches and an import and export business. The capital stock will ultimately be 10,500,000 crowns, and the start is made with a capital stock of 1,500,000 crowns. The increase to 10,500,000 crowns is, however, guaranteed. If the matches will not strike, you can say the name of the company.

The provision of the law in Chicago, which provided that cigarettes could not be sold within six hundred feet of a school, has been rescinded by the City Councils.

Friday, August 23, 9 A. M. Found a note from Atlantic City on my desk, pigeon's egg blue envelope, addressed in a delicate feminine hand. "Aha!" I said, "somebody wants me to come down." Old Maids and Widows' Bungalow wanted me to come down with a donation of a dollar. Hpxs!

The Annual Series of Commerce Reports, states that in China, in 1917, imports of cigarettes, principally from Great Britain and America, improved in value by $10,354,078. Tobacco imports advanced by $1,006,904. One company has been successful in the planting of tobacco in the Wu Wei Hsien district, and another company is making an attempt to compete on the same lines. Several Chinese tobacco factories have sprung up during the last two years, and competition will be more acute as years go on, particularly between the foreign companies and their Chinese and Japanese competitors.

Schulte Cigar Stores Company have taken on a long-term lease the ground floor store in the Mechanics' Bank Building, at the corner of Fulton and Court Streets, New York City, and after extensive alterations will open another branch of the Schulte establishment.

The Havana Production Company, has announced that it will shortly open a branch factory in Tampa, Fla., in order to take care of the increased demand for its products. The site that it will occupy is the same as that where the Salvador Sanchez y Ca was quartered.

Advices from New Orleans indicate a small crop of perique tobacco.

Denver retailers have an ingrowing grouch because the summer tourists are not buying any cigars. The reason is that about three-fourths of them are women and the other fourth old men and children. The smokers are tied down to business or "over there" smoking the Huns out of France.

One of the most interesting articles in this issue will be found on page 27. It is the advertisement of the Committee on Public Information, with its motto, "The Right Men in the Right Jobs Will Win the War."

The total quantity of tobacco sold on North Carolina markets in July, 1918, was 4,697,855 pounds, against 3,843,468 pounds in the same month of last year, showing a gain of 754,387 pounds for last month. This quantity represents tobacco sold for growers, dealers, and as resales.

Sir James MacKenzie, of London, England, the eminent surgeon and heart specialist, is quoted as saying that when symptoms of what is called "tobacco heart" occur in a man who smokes, the trouble is attributed to smoking; but the same conditions occur in women who do not use tobacco. At the same time, in cases of excessive smoking the trouble may be rightly blamed on smoking as the cause.

Exports of leaf tobacco from the port of Havana from May 12 to June 17, 1918, totaled 25,873 bales, which were distributed among the following countries: To all ports of the United States, 24,581; to Canada, 455; to Cadiz, Spain, 44; to the Canary Islands, 80; to Argentina, 308; to Uruguay, 5; to Paraguay, 6; to Chile, 300, and to Australia, 94 bales.

A DADDY HE CAN BRAG ABOUT

Now, all you boys in olive drab,
Come smoke a good luck pipe with me,
I'll read your fortune in the smoke
An' tell you all the things I see.

I see three kiddies, plain as day—
One says "My pa owns everything,
A million million dollars, too."
The other says "My pa's a king."

An' then the littlest kid of all
Swells up until his buttons tear—
"Shucks, they ain't in it with my dad!
Why, fellers, he fought Over There!"

Here's luck, you boys in olive drab,
Good fortune bring you safely out
And give some littlest kid some day
A daddy he can brag about.

Velvet Joe.

"Velvet" advertising is more important than ever for the dealer this year. Full pages in the great national weekly and monthly magazines are telling the Velvet story now."

44

LIPSCHUTZ'S 44 CIGAR
ADLON 10c CIGAR

The achievement of the Lipschutz Standard in cigars represents twenty-five years of close co-operation with the *trade* and the *consumer;* it is the result of an ideal that cannot be satisfied with anything short of perfection, and the result is a nation-wide prestige.

Through the growth of public approval the consumption of cigars made by the Lipschutz Standard is increasing every year.

The "44" oval products are marketed under a name that carries with it a responsibility for quality.

"44" Cigar Co., Philadelphia

THE GRAND OLD CHEW
CLIMAX
PLUG TOBACCO

P. Lorillard Co.
Business Established 1760—158 years ago.
We furnished tobacco for the soldiers of the
Revolutionary War (1775—1783)
War of 1812 (1812—1815)
Mexican War (1846-1848)
Civil War (1861-1865)
Spanish War (1898)
and are now furnishing
Climax Plug "The Grand Old Chew"
to the soldiers fighting for the
Liberty of the World.

THIS YEAR'S GREEK TOBACCO CROP

ADVICES from Athens in "Commerce Reports" state that the domestic consumption of Greek tobacco is greater this year than in 1917.

There still remains unsold in the hands of speculators and planters about 12,000,000 okes, or 33,858,000 pounds, of the old stock, which has been withheld from the market on account of export duties, want of transportation facilities, high freight and insurance rates, difficulties presented by the United States import regulations, and the fact that competing countries—Japan, China and East India—by reason of a comparative freedom from war risks, are enabled to supply Pacific and Egyptian ports.

Italy has purchased about 1,000,000 okes, or 2,821,500 pounds, of this year's tobacco, but further purchases have been discouraged or checked by the high prices asked and the depreciation of the Italian lire.

The present demand is negligible and without immediate prospects of being strengthened. Egyptian markets are stocked for at least six months to come.

According to reliable sources of information the following should be a reasonable advance estimate of the 1918 Greek tobacco crop, except in the event of an unexpected weather change:

Districts.	*Pounds.*
Islands of New Greece:	
Samos,	4,232,250
Mitylene,	3,385,800
Chios,	1,975,050
Lemnos,	564,300
Islands of Old Greece:	
Amorgos,	282,150
Paros,	423,225
Naxos,	141,075
Myconus,	56,430
Tinos,	141,075
Nios,	56,430
Districts:	
Argolis,	11,286,000
Other Peloponnesus,	2,257,200
Ætolo-Acarnania:	
For local consumption,	4,232,250
Fort export,	14,107,500
Attica-Bœotia,	564,300
Thessaly-Pthiotis,	42,322,500
Epirus-Jaunina and Preveza,	2,257,200
Saloniki and Caterini,	11,286,000
Total,	99,570,735

Judging from the present absence of disease among the plants, the crop of 1918 should be of excellent quality.

The prices of this year's tobacco will approximate those of the 1916 crop, and will be about fifty per cent. lower than those of 1917. The prices per pound to the planters for 1917 were: Pthiotis, $0.8208 to $1.026; Islands, $1.094 to $1.162; Aetolia and Acarnania, $1.094; Argolis and Corinth, $0.478; Thessaly, $0.6840 to $1.026.

The United Cigar Stores Company has declared the quarterly dividend of 1¾ per cent. on the preferred stock, payable September 16.

Stop! Look! Listen!

This is the psychological moment for you to begin to use domestic wrappers. The condition of the imported wrapper market is dangerous. If you don't look out you will work another year for nothing, or perhaps at a loss.

$1.85 per pound duty; labor higher than ever; fillers and binders higher than ever; and imported wrappers dangerously high; these facts spell---NO PROFIT FOR YOU---unless you use

Connecticut Shade Grown or Georgia and Florida Wrappers

American Sumatra Tobacco Company
142 Water Street, New York

STICK TO Cinco - IT'S SAFE

The smokers who buy and the dealers who sell 200,000,000 Cinco Cigars a year appreciate the protection of a brand manufactured with 68 years experience and with the most painstaking consideration for quality – and quality alone

FACTORY BRANDS:
BOUQUET DE PARIS
FAVORITA ESPANOLA
LONDON JOCKEY CLUB
EL MARVELO
JUANA DIAZ

Neudorf's

BOUQUET DE PARIS

"The Havana Cigar of Exclusive Mildness"

The cigar that is PREFERRED by United States Senators, Eminent Bankers, and other professional men who are exceptionally discriminating. This proves the unusual merit of Neudorf's *Bouquet de Paris* Cigars.

Write at once for prices and territory

MINDEN & DAVIS

MANUFACTURERS

1809-1811 First Ave. - New York City

NEARLY TEN BILLION CIGARETTES EXPORTED

Washington, D. C.

A SLIGHT drop in the exports of cigarettes immediately following the outbreak of hostilities in 1914, followed by a recovery, the impetus of which carried exports to a record never before reached, is shown in statistics now being compiled by the Department of Commerce, covering our foreign trade for the last five years.

Exports of cigarettes during the fiscal year 1914, which came to a close less than a month before the outbreak of the war, amounted to 2,546,330,000, with a value of $4,775,038. The war at first had a slightly depressing effect, our 1915 shipments totaling but 2,130,212,000, valued at $3,459,700, but 1916 saw this lost ground regained by shipments aggregating 2,612,477,000, worth $4,325,579. The following two years saw tremendous gains in this business, the total for 1917 being being 6,452,543,000, valued at $12,178,433, while during the fiscal year 1918, which ended June 30, last, we exported 9,128,875,000, with a value of $17,585,432.

While other industries are shown to have suffered severely in their foreign trade since the beginning of the war, the tobacco business seems only to have benefited. Cigars, for instance, of which, in 1914, we exported only 1,723,000 with a value of $34,099, have, with the exception of 1916, increased steadily. Exports for 1915 amounted to 1,943,000, with a value of $32,651. This fell off the following year to 1,394,000, worth $24,439, but increased, in 1917, to 2,389,000, with a value of $52,536, and again, in 1918, to 15,144,000, with a value of $543,215.

Plug exports are one of the few articles in the tobacco industry which show a falling off. While exports during 1914 amounted to 6,202,996 pounds, with a value of $1,706,732, this fell, in 1915, to 5,768,433 pounds, worth $1,667,539, and again, in 1916, to 4,486,016 pounds, valued at $1,200,588. In 1917, a slight recovery was shown, to 5,513,491 pounds, with a value of $1,538,337, but this fell, in 1918, to 4,697,340 pounds, worth $1,523,008.

Smoking tobacco shipments fell off in 1916, but have since recovered, and in 1918 were greater than ever. The 1914 exports amounted to 1,425,530 pounds, worth $785,627, which increased the following year to 1,977,716 pounds, with a value of $1,035,989. This dropped in 1916 to 1,636,341 pounds, with a value of $839,568, but thereafter steadily increased, the 1917 total being 2,449,993 pounds, worth $1,299,092, while that for 1918 was 3,317,058 pounds, with a value of $1,627,040.

C. L. L.

The July report of the Wisconsin Field Agent states the tobacco acreage at 53,100 acres, compared with 48,300 acres last year, an increase of ten per cent. The condition of the crop is ninety-nine per cent. or normal, against eighty-five per cent. a year ago and a ten-year average on July 1 of ninety-one per cent. The production is estimated at 66,900,000 pounds, compared to a final production last year of 45,885,000 pounds.

Tobacco added to the "Rations" of Fighting Men

YOU have heard that Smoking tobacco has been added to the regular Army rations. Here is the order:

"To each soldier of the American Expeditionary Forces, daily, four-tenths of an ounce of Smoking Tobacco and *ten cigarette papers.*"

What a testimonial for the "Makings," for "rolling your own" especially and for **"BULL" DURHAM** in those three words—

"ten cigarette papers."

Is there a single American anywhere, who ever rolled his own, who can read that order and not say:

"Good old 'Bull,' you are where you belong—in the rations of fighting men."

THE AMERICAN TOBACCO COMPANY

NEW YORK

The "Makings" of a Nation

BAYUK BROS.

"HAVANA RIBBON"

THE PERFECT CIGAR

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD.
A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P.B. Gravely Tobacco Co. Danville, Va.
To Dealers:- Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.
P. B. GRAVELY TOBACCO CO. DANVILLE, VA.
DEPT. A

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New York Offices, 5 Beekman Street

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Meeting 1st Thursday of each month at Masonic Temple, 310 Lenox Ave., New York.

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Meeting 4th Tuesday of each month at Hotel McAlpin.

England's Tobacco Supply

While the constant complaints of scarcity of tobacco in Great Britain, come from all parts of the kingdom, the current number of London "Tobacco," presents a more cheerful view, and says that Great Britain is distinctly better off in the matter of tobacco supplies than the other Allies, America excepted. For this the tobacco manufacturers are alone responsible. Their foresight has allowed the tobacconists to exist, and it is by their prudence that smokers have been able to smoke lavishly, for so long.

Most of the complaint is regarding the cheap grades such as "Twist," upon which the manufacturer's profit and the tobacconist's profit are low, and the editor of "Tobacco," refers to the complaints as coming largely from "the downtrodden, helpless and indigent wage earners, some of whom are making twenty pounds a week," or one hundred dollars in American money.

The doctrine of "put yourself in his place" might well be suggested to some of the control boards and advisory committees in this country. The editor says:

"If a member of the control board, or of the advisory committee for that matter, would kindly consent to imagine himself a tobacconist, who, in his shop, is asked for twist, and other things, such as cigarettes, and even cigars, he might view things differently. Let him imagine he has £10 worth of goods to come from a wholesaler, and the wholesaler, who happens to have a fair supply of twist, presses the twist upon him in greater amount than he is prepared to buy. 'Why not take more twist?' asks the wholesaler. 'Well, if I did,' says the tobacconist, 'you would not increase my ration, would you?' 'Oh, no. I could not do that.' 'Then I must not have the twist, because I want the cigarettes, and cannot keep shop on twist alone. How should I pay my rates, let alone my rent and living expenses?' "

While we are not subject yet to rationing, or that sort of control, it has been talked about, and the experience of Great Britain leads to the conclusion that such matters might well be left to the manufacturers and dealers themselves.

It is painfully evident, from what congressional committees are telling the President and incidentally the people, that price fixing and rationing have given an excuse to some dealers for large profiteering.

"I gorry, I'm tired!"

"There you go! You're tired! Here I be a-standin' over a hot stove all day, an' you wurkin' in a nice cool sewer!"—"The Masses."

Every man, woman and child in America can help win the war. Every man, woman and child who buys a Liberty Bond or a War Savings Stamp does something toward winning the war, enlists in one division of national service, supporting the Government, and backing up our fighting men in France and on the seas.

"The giraffe can't make me believe that he can see over a blade of grass," remarked the snail. "I tried it and failed; therefore, my opinion is fortified by infallible proof."—"The National Drug Clerk."

Notes and Comment

The American Tobacco Company has opened the market again to all jobbers in the "Metropolitan District."

"Do you think that the motor car will displace the horse?" the young woman asked the new chauffeur.

"It will," answered the nervous young man, "if it hits him."—"London Answers."

Government reports state that a comparison for the five-year period shows that food was 63 per cent. higher in May, 1918, than in the same month of 1913. Every article increased 38 per cent. or over. The least increase, of 38 per cent., was shown in potatoes. Three articles show an increase of 100 per cent. or more. Compared with the increases, the advance in the prices of standard cigars and tobacco is remarkably slight.

"All they had in the way of food were a few biscuits and some water. As the ship was settling the captain ran into his room and picked up his pipe and tobacco. These were a God-send to the survivors, who, having no other, gladly shared the luxury by passing the pipe around."—From the report of the sinking of the "Llandovery Castle."

A "queue" is a pig tail, also the tail a Chinaman used to wear on his head, and it is also a file or string of people. There are queues at the English tobacco shops, and an exchange says that many of the shopkeepers are having to refuse lady customers, who ask for certain brands of tobacco and cigarettes as proxies for their husbands, sweethearts or brothers.

A correspondent from Kensington, England, said that American soldiers have visited the Royal borough in large numbers, and the mayor has been entertaining five hundred of them at a feast and concert. This has helped the tobacco trade, "for the Yanks are big smokers, and very choice in the brand they select."

There is a movement in New York to close cigar stores at one o'clock on Sundays. The idea is a good one, but as the trade would merely drift to the next pop shop or drug store, self-preservation enters into the question in many cases.

A writer in "Business Digest" says: "If I sold cigars I would have an occasional one-cent sale (two for the price of one plus one cent)—with the condition that the second be put in a box to be sent to the soldiers." Under present retail cigar selling conditions his creditors would soon be smoking him out.

The General Cigar Company reported a gross income of $3,045,081 in the first half of the year 1918, an increase of $804.997. The total income from all sources was $1,483,776, after meeting operating expenses, then the balance, after interest was deducted was $1,265,957, an increase of $611,692 over the result in the initial half of 1917, and equal to slightly more than $6 per share of common stock after meeting the preferred stock dividend.

Every Business House

In the Tobacco Industry

Should have this book

A newly compiled addenda sold with the National Directory of Cigar Manufacturers makes this book a complete record of the cigar and tobacco manufacturers of the United States, with the exception of the Twenty-eighth District of New York.

To dispose of the balance of this edition it will be mailed with the addenda on receipt of THREE DOLLARS, Cash, Money Order or Check.

This is the latest and most up-to-date directory published, and was compiled in 1917.

In addition to the list of cigar and tobacco manufacturers, there is also an extensive list of cigar box manufacturers, wholesalers and jobbers of cigars and tobacco products, company stores and brokers. Nearly four hundred pages in all.

Don't delay in sending your THREE DOLLARS for your copy. Make checks or money orders payable to THE TOBACCO WORLD.

No complete directory, such as this, has been issued in the tobacco trade for at least ten years. It may be ten years before another is printed.

GET YOURS WHILE THE EDITION LASTS

The Tobacco World

236 Chestnut Street

Philadelphia

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

JOSE F. ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 18 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

H. NEUBERGER COMPANY
Incorporated
130 Water Street
New York
IMPORT EXPORT
LEAF TOBACCO

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306 NO. THIRD STREET, PHILADELPHIA

Tobacco Trade of Norway

THE American Vice Consul at Christiansand, Norway, reports that after Christiania, the Christiansand district is the largest importer and manufacturer of tobacco in Norway. It has as its field the territory from Arendal, around the coast to Bergen, on the north. The manufactured products are almost entirely smoking and chewing tobacco, made principally from Virginia leaf, with a very small proportion coming from Holland.

For the last few months there has been practically no tobacco on the market, on account of restriction of imports, and on May 10, 1918, notice was received from Holland that no more would be shipped from there.

A year's supply was ordered from America in the spring of 1917, to be delivered in four shipments. The first came in June, and no more has been received since, although the second shipment was ready in August. The amounts on hand at that time, together with the small shipments received from Holland, have had to suffice for all needs up to the present. The consequence is that tobacco has risen tremendously in price and is practically unobtainable. In the latter part of November, 1917, the manufacturers began to ration chewing tobacco, and the last was sent out in January, 1918.

The following figures for imports into this district were obtained direct from the importers: A total of 448,185 pounds of tobacco were imported in 1916, consisting of 468,564 pounds from the United States and 19,621 pounds from Holland; in 1917 the imports decreased to a total of 269,812 pounds, of which 260,663 pounds were supplied by the United States and 9149 pounds by Holland. Imports of tobacco into all Norway reached 4,915,424 pounds in 1917, contrasted with 5,171,008 pounds the previous year.

Sales of tobacco in the Christiansand district totaled 468,509 pounds in 1916 and 417,910 pounds in 1917.

From these figures it can be seen that, although the imports for 1917 were approximately only sixty per cent. of those for 1916, the sales for 1917 were almost as great as the year previous, thus using up the entire reserve of tobacco on hand. The local manufacturers state that if the tobacco already ordered could be delivered there would be enough to tide over for a whole year.

The internal revenue on tobacco (including manufactured forms) in Norway from July 1, 1916, to March 30, 1917, was $745,121, and from July 1, 1917, to March 30, 1918, $1,274,158.

The large increase in revenue in 1918 over the previous year, although the sales were much less, is due to the Norwegian system of levying the tax. It is figured on a sliding scale, and as the dealer increases the price, the tax to the Government increases. It is in the neighborhood of ten per cent., although varying according to the size of the package.

The Norwegian duty on leaf tobacco is 2.25 crowns per kilo ($0.273 per pound).

The flower bed in front of a Wisconsin hotel is devoted to twenty-one tobacco plants, and each plant is expected to yield one dollar for the Red Cross.

REVENUE CONFUSION IN ENGLAND

THAT the various orders, rulings and restrictions of the revenue cause confusion in other countries besides our own is shown in the London correspondence of "The Canadian Cigar and Tobacco Journal," which states that "considerable confusion has been created in the London inland revenue district by the application of the new match tax regulation. The ruling as handed down to all cigar store men is that every package must either bear an inland revenue stamp or a notice that the duty (excise) has been paid. The present big cartons, containing the individual two-cent boxes, bear a manufacturers' label that this duty has been paid.

"If the first draft regulations are lived up to it will be necessary for the retailers to secure an affidavit from the manufacturers that the duty has been paid and then stamp each box. From this it will be readily seen what a proposition the retailer is up against. If the rules are enforced strictly it will mean that some, at least, will decline to handle matches."

However, it is well to take all such troubles with patience and large allowance, in view of the fact that in war times the civil service is largely augmented as well as the military service. In this country especially, revenue bills are made in committees where possibly each member has some suggestion to offer, and the result is often contradictory and the effect other than the one anticipated.

The consolation is that they are trying to do their best and work every scheme in their power to furnish the gold, to arm and feed the brave boys who are making history—glorious history—in France and ridding the whole world of a pest.

THE WOODEN INDIAN

Perhaps the most effective figure in keeping up the mental association of the red man and the soothing weed, tobacco, is the familiar figure of a brave Indian that has adorned the exterior of nearly every retail cigar store throughout the land. Where or when the wooden Indian became the symbol of the tobacco dealer has not been definitely determined. But the death of Pierre G. Gaspari, of Baltimore, years ago, disclosed the fact that he was the man who, in this country at least, practically created the warrior of wood.

Gaspari, who was a Frenchman, arrived in Baltimore at an early age. A few years later found him as a tobacco merchant. His was the first establishment of the kind in the city, and he was the pioneer tobacco dealer of Baltimore. Doubtless he, too, saw the significance of the Red Man, for before he had been in business very long a wooden Indian, resplendent in war paint and varnish, proffered a bundle of carved cigars to all who passed Gaspari's place of business.—"Boston Traveler."

NOTES AND COMMENTS

Botanist—"This, Miss Little, is the tobacco plant."

Miss Little—"How interesting! And when does it begin to bear cigarettes?"—"Pearson's."

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

TURKISH CIGARETTES
CADO COMPANY, INC.
145 Lafayette Street - New York City
BRANDS: Fifty-Six - - - - - 10 for 25c
Cado - - - - - 10 for 15c
Water Lily - - - - 20 for 15c

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
East End Avenue and 81st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

Advertise Your Brands
in
The Tobacco World

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

TAVERN MIXTURE:—40,748. For tobacco only. July 27, 1918. Cameron Tobacco Co., Richmond, Va.

EGYPTIAN DREAM:—40,749. For cigarettes and all tobacco products. July 2, 1918. Theodore Papas, New York City.

FRIENDLY ENEMIES:—40,750. For cigars. August 6, 1918. American Exchange Cigar Co., New York City.

GARCIA Y GARCIA:—40,751. For cigars, cigarettes, cheroots and tobacco. July 31, 1918. Perfecto Garcia & Bros., Chicago, Ill.

MARSHALL FOCH:—40,753. For all tobacco products. August 10, 1918. The American Litho. Co., New York City.

C. C. TAFT:—40,754. For all tobacco products. July 30, 1918. Willis A. Graves, Ottumwa, Iowa.

LITTLE MACOMB:—40,755. For cigars, cheroots, cigarettes and tobacco. August 2, 1918. The Wadsworth-Campbell Box Co., Detroit, Mich.

CINCERO:—40,760. For cigars. August 15, 1918. Butler Bros., Chicago, Ill.

TRANSFERS

EMENO:—21,086 (Tobacco Leaf Pub. Co.). For cigars. Registered May 2, 1901, by The Cuban Cigar Co., Denver, Colo. Transferred to Joseph Orocchi, Denver, Colo., July 30, 1918.

VAN DAM:—26,329 (Tob. Leaf). For cigars, cigarettes and tobacco. Registered October 21, 1903, by The American Litho. Co., New York City. By several transactions was acquired by Steele-Wedeles Co., Chicago, Ill., and re-transferred by them to Peter Dornbos, Grand Rapids, Mich., June 1, 1918.

SINCERO:—970 (The Association). For cigars. Registered December 28, 1882, by Lichtenstein Bros. & Co., New York City. Transferred to George Schlegel, by the General Cigar Co., Inc., successor to Lichtenstein Bros. & Co., July 25, 1918, and re-transferred by George Schlegel to Butler Bros., Chicago, Ill. August 14, 1918.

SINCHORINA:—12,781 (Trade-Mark Record). For cigars. Registered May 26, 1893, by Kerbs, Wertheim & Schiffer, New York City. Transferred to George Schlegel, by the General Cigar Co., Inc., successor to Kerbs, Wertheim & Schiffer, July 25, 1918.

CINCHORINA:—12,780 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered May 26, 1893, by Kerbs, Wertheim & Schiffer, New York City. Transferred to George Schlegel, by the General Cigar Co., Inc., successor to Kerbs, Wertheim & Schiffer, July 25, 1918.

CANCELLATIONS

LINCOLN HALL:—40,724. For all tobacco products. Registered June 7, 1918, by American Litho. Co., New York City. Cancelled August 5, 1918.

The Fourth Liberty Loan campaign will begin Saturday, September 28, and close October 19. No American doubts its success; no good American will fail to contribute to its success. The blood of our men fallen in Europe calls to us; our answer must be and will be worthy of them and our country.

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

FOR SALE—Contents of a small, neat factory, mostly new, in office building. Fine location. Electric light, steam heat; cheap rent. All at cost. Owner retires. Registered brands and imported bands at cost. Established 40 years. Robert Link, 2050 Amsterdam Avenue, New York City.

FOR SALE—SHORT FILLER SCRAP, made from all Ohio tobacco, price 30 cents. Also have fine lot Dutch tops for sale. Will buy low grades of all kinds. C. C. Ehrhart, Versailles, Ohio. Factory No. 9, Tenth District.

FOR SALE—Twenty-four Miller, DuBrul & Peters suction tables, in perfect condition. For a quick sale a very low price will be accepted. Address Box 151, "The Tobacco World."

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

WANTED

WANTED—Control of a factory in Pennsylvania, either in York or Lancaster Counties; factory making between 25,000 and 100,000 cigars weekly. Will want owner to run factory on so much per thousand basis. Address Box 235, care of "Tobacco World."

CIGAR FACTORY WANTED—Will pay "spot cash" for a cigar factory able to make from ten to twenty million cigars a year. Address, with full particulars to Box 236, care of "The Tobacco World."

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made.
J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

HELP WANTED

CIGAR FOREMAN—Wanted in Philadelphia factory on suction work. Good opportunity for competent man. Address Box 234, care of "Tobacco World."

SITUATION WANTED

FACTORY MANAGER OR FOREMAN—A young man wants a position as general manager or foreman in a cigar factory. Has had seven years' experience in all parts of factory. Prefers the West; now employed in the East. Address Box 238, care of "Tobacco World."

WELCOMED

A story is told of an Irishwoman who tried to wean her Scotch husband from the public house by employing her brother to act the part of a ghost and frighten John on his way home.

"Wha are you?" said the guidman, as the apparition arose before him from behind a bush.

"I am Aul Nick," was the reply.

"Come awa', man," said John, nothing daunted, "gie's a shake o' your hand—I am married tae a sister o' yours."—"Canadian Magazine."

The United States Government has placed a restricted embargo on Japanese matches, and no Japanese matches have been imported since April 15. None of the foreign matches is comparable to the American product and they are never cheaper to the consumer, so that the nonimportation of foreign matches may not be an unmixed evil.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
INCORPORATED
LOUISVILLE, KY., - - U. S. A.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W
WM. WICKE RIBBON COMPANY
Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain
WOODHAVEN AVENUE, GLENDALE, NEW YORK

GARRETT H. SMITH, U. S. and Canadian Representative for
COMPAÑIÁ LITOGRÁFICA DE LA HABANA
Finest Imported Cigar Bands and Labels. Also GUMLESS Bands
NEW YORK OFFICE (Phone, Stuyvesant 7476) 106 E. 19th ST.

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

CIGAR LABELS OF HIGHEST QUALITY
CIGAR BANDS
SHOW CARDS
FOLDING BOXES, ETC.
WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF SPECIAL PROCESS CIGAR BANDS

HEYWOOD, STRASSER & VOIGT LITHO. CO.
26TH STREET & 9TH AVENUE, NEW YORK
MANUFACTURERS OF
CIGAR BOX LABELS
BANDS AND TRIMMINGS

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B. B. B. Co., Montreal, Canada
PHILADELPHIA OFFICE
322 Chestnut Street
SELLING REPRESENTATIVES
ADOLPH FRANKAU & CO.,
129 Fifth Avenue, New York City

10¢ is the price of the large package of 15

SWEET CAPORAL

CIGARETTES

10¢

Save the tin foil from your Sweet Caporals and give it to the Red Cross.

Like Mother's pie, "Sweet Caps" simply can't be improved on no matter what the price.

Ask Dad, he knows

Guaranteed by
The American Tobacco Co.
INCORPORATED

LARGE SIZE

VOLUME 38 NO. 18

The TOBACCO WORLD

SEPTEMBER 15, 1918

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"PHIL-TO-CO" Information

Ever since we started in the work of importing and distributing Philippine tobacco—and we are one of the pioneers in this business—our customers have been calling for a ready-to-use form of Manila tobacco—something ready to go at once to the cigarmakers' tables.

To meet this demand we inaugurated our Stripped Tobacco Department, securing a warehouse in Manila and stripping tobacco there, and shipping it across in bales.

This Sufficed for a while, and our Stripped and Booked Manila tobacco has won many friends for us among the American cigar manufacturers who are using it. However, we have recently established on this side a CURING and RE-PACKING department, which puts the tobacco into much better condition for the manufacturer than the old system did.

Under our new plan, the tobacco, stripped and booked before it leaves Manila, is taken from the bales when it arrives here, is put into a sweat room and re-sweated and cured by our special process, so that when it comes out, it is a rich, mild, smooth tobacco, absolutely in perfect condition and ready for use by the manufacturer.

It is then re-packed by Spanish packers, into barrels weighing about 170 pounds each. Owing to the re-sweat, the tobacco is rich, mild and mellow, the equal—if not the superior—of any tobacco used by cigar manufacturers in this country, with the possible exception of imported Havana.

Tobacco having gone through the above-described process is given the PHILTOCO trade-mark. If it is PHILTOCO tobacco, it is good.

We will send samples of PHILTOCO tobacco upon request.

Philippine Leaf Tobacco Co.

123 Maiden Lane **New York City**

Headquarters for Manila Tobacco in the United States

MADE IN BOND

FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.

PHILADELPHIA

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.

NEW YORK CITY

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE 222 PEARL STREET NEW YORK

FACTORY TAMPA FLORIDA

WAREHOUSE LEALTAD 129 HAVANA

CHANCELLOR

The Acknowledged Leader Among Mild Sumatra Wrapped Havana Cigars

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WDC

TRADE MARK

The Importance of Getting The Full Retail Price

SEVENTY-FIVE cents is a fair retail price for a good French Briar pipe. The retail merchant who asks less is not just to himself.

Pipe smokers will pay 75 cents or more. Men who buy pipes know conditions. They know that all materials cost more—that labor costs more. They are earning more and can afford to pay their share of the added cost.

Every jobber, every jobber's salesman, should advise his retail customers to get full value for the pipes they sell.

The retail merchant who sells the well-known, well-advertised W. D. C. pipes will have no trouble getting 75 cents for all regular pipes formerly sold at 50 cents, and increased prices on all other briar pipes in proportion.

The retailer is entitled to his full and fair profit.

WM. DEMUTH & CO.

230 Fifth Avenue—New York

World's Largest Pipe Manufacturer

ROCKY FORD

HAND MADE **CIGAR** DELICIOUS FLAVOR

MANUFACTURED IN OUR NEWARK, N. J., FACTORIES

We also manufacture, at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 2 for 5c—3c each and 3 for 10c., giving the Jobber and Retailer an exceptional margin of profit.

UNION AMERICAN CIGAR CO.

General Offices, Pittsburgh, Pa.

For Gentlemen of Good Taste

San Felice

CIGARS

The Deisel-Wemmer Co.,

LIMA, O.

STICK TO Cinco - IT'S SAFE

The smokers who buy and the dealers who sell 200,000,000 Cinco Cigars a year appreciate the protection of a brand manufactured with 68 years experience and with the most painstaking consideration for quality – and quality alone

EISENLOHR'S Cinco CIGARS

6 cents - to preserve the quality

BAYUK BROS.

"HAVANA RIBBON"

THE PERFECT CIGAR

EL TROVADOR
CIGAR
MADE IN HAVANA
A High Grade Imported Cigar made of the finest Vuelta Abjoa Tobacco grown on the Island of Cuba
CHARLES LANDAU & CO.
93 SAN RAFAEL STREET HAVANA, CUBA
45 WALL STREET NEW YORK

Let SIDNEY J. FREEMAN & SONS
123 Liberty St., NEW YORK
answer your
"S. O. S."
for
MANILA BINDER, FILLER and SCRAPS
Importations Direct From Manila

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD.
A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P.B. Gravely Tobacco Co. Dumuells
To Dealers:-
Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.
P. B. GRAVELY TOBACCO CO. DANVILLE, VA.
DEPT. A

H. S. LOEWENTHAL S. LOEWENTHAL B. LOEWENTHAL
S. Loewenthal & Sons
Importers of Havana and Packers of Leaf Tobacco
123 MAIDEN LANE, NEW YORK

WANTED—By largest firm in the trade to represent in India a first-class American Tobacco Factory. Tobaccos to be packed in ¼-lb. vacuum tins, cigarettes in fifties—vacuum tins, and one or two brands in sliding paper packets of 10.
D. MACROPOLO & CO., Calcutta, India.

THE
DISCRIMINATOR
is the most popular 7c cigar on the market. There is a reason—it is in every detail as near perfection as human skill will allow.

BOBROW BROS., Phila.
Makers of "BOLD" CIGARS

The Maintenance of an Inflexible Quality Standard in
CRESSMAN'S
COUNSELLOR
CIGAR
is reflected in the unvarying increase in consumer demand.

Good judgment favors
stocking—displaying—recommending
it everywhere

Allen R. Cressman's Sons,
Makers
PHILADELPHIA

Volume 38

THE TOBACCO WORLD

Number 18

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, September 15, 1918 Foreign $3.50

Helping Those Who Help Trade Papers

THE tobacco trade papers are rendering a lot of service to the trade and to the Government. Never before have tobacco trade papers been read with the same interest, the same eagerness, the same desire to know what is going on.

The trade papers have been rendering this same service for years—it is the trade that is just waking up. And now with the awakening there is an opportunity for every reader to assist in making the trade paper more efficient than it has ever been. Criticisms and suggestions at this time will do much to help the trade papers render the best possible service. Every editor is glad to get a new perspective on any question or problem. Perhaps you are the reader who can give him this. If so, when you have a suggestion or criticism send it along to your favorite trade paper.

But there is another vital and important service that the reader today can render to the trade paper and to those advertisers, who for long years, thirty, forty—yes, fifty—of them, have advertised in these papers and enabled them to maintain their high standard of service as well as securing some definite results to recompense them for the expenditure.

First of all, we urge that trade-paper readers give in so far as possible first consideration in every line to the firms in the field that *ADVERTISE* in the trade papers. The fact that they advertise is evidence that their products are worthy of consideration, and that they are not afraid to have them compared with other similar products.

Second, when you write an advertiser, mention the NAME OF THE TRADE PAPER in which you saw the advertisement. We don't care what paper it was. It may have been "Tobacco" or "Tobacco Leaf," or our own publication. But remember that every trade paper advertisement represents an outlay of money. The advertiser is entitled to know if any results are due *directly* to the trade paper advertising, and just as important, the advertiser is entitled to know what trade paper brought the result.

It is well to observe that no deferred classification is being given to cigar salesmen. Many of the cigar factories are sold to their capacity and orders flow along without solicitation. But when the salesmen cannot get around to make the regular visits, and there are no cigars to sell anyway, the trade paper advertisement going to the cigar jobbers and dealers with every issue does the very work necessary. It keeps the brand name before the customer or prospect, and is notification that you expect to be able to deliver or sell him goods in the future. Above all else there is a good will and prestige in established brands that amounts to more than the other assets of the manufacturer. The small trade paper appropriation is a very tiny premium to pay for this *business insurance*. And the larger the firm, the greater should be its advertising to earn and maintain good will.

The tobacco trade papers today are able to render the service to the readers that they do because of the advertising support. When the reader glances through the editorial pages of a trade paper he should also carefully inspect the advertising columns and remember that the tobacco trade paper is only possible because of these advertisers.

Therefore, trade paper subscribers should keep in mind the fact that the firms who advertise and thus support the tobacco trade papers are the ones first entitled to consideration in the purchasing of any products.

Let the trade paper reader remember when the salesman of a brand that is not advertised in trade papers calls upon him, that the manufacturer of that brand says that he does not need trade paper assistance to market his goods.

Conditions due to the war have created markets for many brands that never had an appreciable distribution before, and that have never been advertised in any trade paper.

Even if you cannot get the advertised goods today, don't forget the manufacturer. He has been willing to invest in advertising to maintain your good will. Give him a run for his money. Don't let a non-advertised product cut him out.

The advertiser makes possible your trade paper. If his product will fit your needs show your appreciation by ordering your goods from him.

Buy when possible from the firms that advertise in trade papers.

If there is any product that you need for your store or factory, look through the trade papers and get your list to write to from them first. If you can't get what you want, then try the outside market.

PATRONIZE THE FIRMS THAT ADVERTISE IN TRADE PAPERS.

Another Letter From France

"Dear ——

"On duty for the night. Officers at the post take turns at telephone duty, staying from retreat to reveille or until the first-comer arrives at the office. A charwoman in the hall sings the 'Berceuse' from 'Jocelyn' while sweeping and dusting and emptying the waste-baskets. The orderly is chuckling over the funny sections of the New York papers, the canteen has just been filled and the long trick is begun.

. . . . . .

"Life in France! Yessirree. 'N 'Collier's' and the 'Satevepost' and a lot of English illustrated papers on sale *dans la gare*. These remind us that we are not out of touch, after all; that it is here very much like home, save for the loved ones, and make us blush to read our letters which suggest privation.

"And then there is *'La Vie Parisenne,'* that satirically naughty European 'Life.' On the cover monsieur is scraping acquaintance with mam'selle through her chow, whose leash is interestingly entwined about her artistically correct nether extremities—the girl's, not the chow's. *Le Chien de Liaison* is the appropriate title. Can this be a pun? One well knows the liaison officer as the hard-working individual who hooks up the work of the various branches and keeps things running smooth, but the liaison dog is something new again.

. . . . . .

"Any evening in fine weather in the Place du Palais de Justice. The before-dinner aperitif is being taken by several hundred civilians of all grades, whole families, officers and soldiers of many nationalities, alone and with their sweethearts and wives. The cafes which cluster on two corners where the wide elm-shaded Avenue G—— ends in the little park and fountain, are filled to the brim. They overflow onto the sidewalk under long awnings, across the narrow road and fill the wide sandy promenades which border the avenue itself. The golden sun shines through the varicolored bottles and carafes to iridescent rainbows on the painted iron tables. An old boy with side whiskers sells the Paris *'Midi,'* an ancient dame grabs her overgrown tummy, her daughter, her net bag bulging with miscellaneous parcels and waddles for the almost somnolent trolley which will eventually take her to her home, perhaps hewn from the soft rock cliffs which border the river. A Parisienne, doubtless—or two of them—stalk by on their high heels. A bit too much powder for the time of day and dressed within an inch of their collective lives. A couple drives along in an open-faced *voiture*. Another dilapidated paper seller illegally cries his wares—the local evening journal which is curiously dated the day following. We finally discover the elusive vacant table and after an unconscionably long time, to a dusty throat, manage to get a vermouth-cassis, with a bit of ice—quite a luxury, to be sure. It won't be always that we can sit in the shade of the mammoth bust of Balzac and watch this part of the world go by, and we observe while observation is good.

. . . . . .

"A new version of the popular song:

"We were bombed last night,
Bombed the night before;
Gonna be bombed tonight
As we were never bombed before.
When we're bombed we're scared as we can be—
You can bomb the whole damned army if you don't bomb me.

"They're over us, they're over us,
One tiny cave for the four of us.
Praise be to God there are no more of us,
For this is the only cave in town.

" 'The Sweetest Story Ever Told' greets a somewhat surprised ear as its owner enters a Y. M. C. A. hut for his after-lunch *see*gar—always a gamble. 'Little Bobbies,' *Peut etre*, or an exquisite 'Henri Clay'; one day "Sweets,' another the prized 'Fatimas.' We watch a bit of ball practice on the big parade ground and again take up the grind.

"But the song of the phonograph lingers in the brain and calls for that letter which should have been written long ago.

"At last our car arrives—seven o'clock—and we journey to our dinner up the river. By eight we are eating in the open air at our new hotel—commuters in France."

Loss of Weight in Curing Leaf

That leaf tobacco loses much more weight when cured on the stalk than when the leaves are picked in the field and cured separately has been demonstrated by an investigation of the United States Department of Agriculture. The experiments were carried on for a period of four years at a Connecticut tobacco farm. They showed that for leaves of the cigar wrapper type the average loss in dry weight in curing picked leaves was from 12 to 15 per cent., while leaves cured on the stalk lost approximately twice as much. If the stalk is split in harvesting, a common practice in certain districts, it dries sooner than if simply severed near the base, and in consequence there is not so much loss to the leaf. Even under these conditions, however, the loss in the leaf's weight is greater than in curing picked leaves. Tobacco intended for export, manufacturing and cigar fillers is usually gathered in a riper condition than that for wrappers, and in consequence it loses still more weight. Even with picked leaves this loss frequently amounts to from 35 to 40 per cent. —From the "Wisconsin Tobacco Reporter."

Tobacco Dealers Cannot Afford To Cut Prices When New Revenue Bill Is Signed

Washington, D. C.

TOBACCO dealers will be seriously affected by the taxes provided for in the new revenue bill which has just been introduced into Congress. A number of new taxes are provided, and existing levies increased to such an extent that the burden next year is expected to be about three times as great as that under which the trade is now handicapped.

Big dealers and small, manufacturers and retailers, all are considered in the bill. There is, for instance, a tax on business, under which the proprietor of any business, the gross receipts of which for the preceding year ending June 30 exceed $2000, must pay $10. Manufacturers whose gross receipts from sources other than sales directly to the consumer exceed $100,000, will, under this section, be taxed $15 additional.

This section also provides that every domestic corporation shall pay annually a special tax equivalent to $1 for each $1000 of so much of the fair average value of its capital stock for the preceding year ending June 30 as is in excess of $5000. Foreign corporations will be taxed on the average amount of capital actually invested in the transaction of business in the United States.

Brokers will be required to pay a flat tax of $100, and, if a member of any exchange, will also be taxed upon the value of his seat or membership therein. Custom house brokers are to be taxed $50.

The special taxes upon manufacturers of tobacco have been doubled. Those whose annual sales do not exceed 50,000 pounds will be taxed $6; if sales do not exceed 100,000 pounds, $12; not more than 200,000 pounds, $24, and if more than 200,000 pounds, 16 cents per thousand pounds or fraction thereof.

Manufacturers of cigars selling not more than 50,000 annually will be taxed $4; not exceeding 100,000, $6; not more than 200,000, $12; not exceeding 400,000, $24, and manufacturers whose sales exceed 400,000 cigars shall pay at the rate of 10 cents per thousand cigars or fraction thereof.

Manufacturers of cigarettes, including small cigars weighing not more than three pounds per thousand, will be required to pay at the rate of 6 cents for every 10,000 cigarettes or fraction thereof.

In arriving at the amount of special tax to be paid under this section, each person engaged in the manufacture of more than one of the classes of articles specified is to be considered a manufacturer of each class separately.

Special attention was paid to the taxes on tobacco in framing the bill. "Your committee, after making a careful study of the tobacco taxes in England and the monopoly receipts from tobacco and kindred products of France and Italy, and the revenues raised therefrom in proportion to population as compared with the United States, has concluded that the proposed taxes are approximately the highest revenue-producing rates that can safely be levied in the United States at this time in the interest of a continuous flow of revenue into the Treasury and without greatly reduced consumption of tobacco and manufactures thereof," it was declared in the report. "Under the Revenue Act of 1916 retail dealers were allowed to hold not to exceed 100 pounds of manufactured tobacco and snuff and not to exceed 1000 cigars or cigarettes free from the floor taxes levied under that act. It has been the purpose in framing this bill to eliminate all exemptions as far as possible and in this particular case no similar exemption is provided in this bill."

The Revenue Act of 1917 only levied one-half of the additional tax imposed by that act upon cigars, cigarettes and manufactured tobacco and snuff held by retail dealers upon the passage of the act. The new bill provides that the entire additional taxes imposed be levied upon all stocks held and intended for sale by any person upon the passage of the act.

The following table shows the present tax rates and those included in the new bill:

	Present Tax.	*Proposed Tax.*
Cigars, weighing not more than 3 lbs. per 1000,	$1.00	$2.00
Cigars, weighing more than 3 lbs. per 1000, if retailed at—		
Less than 4 cents each (tax per 1000),	3.00	5.00
4 cents or more, but not more than 5 cents,	4.00	5.00
More than 5, but not more than 7 cents,	4.00	8.00
More than 7, but not more than 8 cents,	6.00	8.00
More than 8, but not more than 15 cents,	6.00	12.00
More than 15, but not more than 20 cents,	8.00	16.00
More than 20 cents each,	10.00	20.00
Cigarettes, not more than 3 lbs. per 1000, to sell at—		
Less than 2 cents each (per 1000),	2.05	4.10
2 cents or more each,	2.05	5.10
Cigarettes, weighing more than 3 lbs. per 1000,	4.80	9.60
Tobacco, per pound,	.13	.26
Snuff, per pound,	.13	.26
Cigarette papers, per package, book or set—		
More than 25, but not more than 50 papers to book,	.00½	.01
More than 50, but not more than 100,	.01	.02
Over 100, for each 100 or fraction thereof,	.01	.02
Cigarette tubes, per 100 or fraction thereof,	.02	.04

A tax of ten per cent. of the selling price is imposed upon cigar and cigarette holders and pipes composed wholly or in part of meerschaum or amber, humidors and smoking stands.

Manufacturers and jobbers who use motorcycles and automobiles for delivery purposes or for the use of their salesmen will not only be taxed five per cent. upon trucks and ten per cent. upon other automobiles and motorcycles purchased, but will have to pay also a usage tax amounting to $5 for motorcycles and ranging from $10 for Fords upwards for automobiles. There will also be a tax of two cents a gallon on gasoline and of ten per cent. on tires, inner tubes, parts and accessories.

Beginning January 1 next, manufacturers of automatic cigar vending machines who operate such machines will be required to pay a special annual excise tax of five per cent. of the gross amount received from their operation. In addition, there will be a tax of ten per cent. upon the sales of such machines.

The taxes upon railroad tickets, freight and express shipments remain unchanged. The tax on seats, berths and staterooms is to be reduced from ten to eight per cent., to correspond to transportation tickets. A new tax is to be levied upon parcel-post shipments requiring more than twenty-five cents postage, to be one cent for each twenty-five cents or fraction thereof of the excess.

C. L. L.

Counter-Irritants

By Bruce F. Richards

1. To assume an obligation and then not to make definite arrangements of some kind for taking care of it is an infallible sign of a mighty poor business man and one who can never hope for even indifferent success.

2. Many buying propositions will be put up to you. Some will be good, some bad and others just middling. The trouble with many business men is that they can't tell which is which and so they get fooled. It is a pretty good rule to leave the bad and middling ones alone, but to harness on to the good ones and push them to a money-making climax.

Just how to tell which *are* the good ones is a question. If it's a stock or corporation proposition, put it up to your banker and perhaps your lawyer. Their advice may save you a lot of money. If it's a selling proposition, ask yourself whether it duplicates some other line you carry. If so, you will be in competition with yourself. Discover whether the article is sufficiently well known that you will not have to create a demand for it at your own expense. And examine critically the margin of profit *left* after the cost of doing business has been added to the original cost of the goods themselves.

3. To carry a small balance at the bank or to be virtually always "on the edge" is to be placed on what is known as the "black list" by some institutions. This doesn't make for strong credit. Better borrow money at a reasonable rate per cent. per annum and have a fair-sized "going" account with which to swing current bills.

4. Discounts taken advantage of regularly make a tidy saving every month. It is better business to borrow money and do business on a discount basis, paying a yearly rate per cent., than to lose time discounts. From fifteen to twenty per cent. can be made on the money so borrowed.

5. To worry endlessly over petty details is to leave no nervous energy or business alertness on tap for larger matters. Put the responsibility for petty details on the shoulders of employees and hold them up to the mark of seeing that such matters are properly taken care of and reports to that effect made to you. No man of large affairs can afford to spend his time doing the work of a cheap clerk.

6. Relatives who are associated with one in the same business are not always the cause of unalloyed bliss. There are usually faults on both sides. The relationship part of it should be lost sight of as much as possible and each one be ready to give the other a thoroughly square deal if the business connection is to continue. An employee who has a mortgage on his job because he's a relative seldom renders satisfactory service. He has small incentive to progress and to assume larger responsibilities, and all too often he causes dissatisfaction on the part of other employees, who are hard working and who feel they are entitled to due recognition and promotion therefor. If you hire a relative, make plain to him that you expect him to make good or make way for someone else; if you are associated with a relative as a business principal, expect to do your part as to both labor and responsibility.

7. To argue with a customer is a mistake. It prejudices him and never convinces. It is better to listen respectfully and then to say, "My own experience has been thus and so." Say it quietly and then drop the matter there. Usually you will find the customer comes right around to your viewpoint when handled that way.

8. If your employees respect your business methods and you, and have reason to believe in the goods you sell and feel that they are fairly well treated, they will be the best business boosters you can possibly have.

9. Don't complain about unjust business restrictions unless you are an active working member of your own trade organization. Such organizations have for their first purpose the reasonable protection of business interests in their own line. If you are a slacker, ready to profit by what the rest do, but not willing to do your own part, you have no occasion to grumble.

10. Do you appreciate the fact that the large number of men which the Government must have in order to properly thrash the enemy will inevitably reduce the man-power of the country much more in the months to come than it has in those which are past? What plans are *you* making to keep your business organization properly supplied with needed workers? There's a way out—there always is, but sometimes you've got to hunt to find it.

(Continued on Page 22)

Cigar Store Salesmanship

By Frank Farrington

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CHAPTER XI

Understanding the Customer

THE salesman who is to be successful needs to understand the man for whom he works, the policy of the store, and the goods he sells. But that is not all; he needs to understand the people to whom he is going to make sales.

The buyers of any class of goods have their peculiarities as a class in addition to their individual peculiarities. They require study from their own point of view as users as well as from the salesman's point of view, as purchasers. This is true of smokers in a larger way probably than of almost any other class of trade.

One can scarcely know too much about the idiosyncrasies of the men with whom he is to do business. We have all experienced the difficulties that come with failure to understand an acquaintance who is rough and gruff by nature but who means nothing by his abruptness, who is kindly underneath it all and thinks no harm in speaking out sharply and plainly.

There are, of course, customers like that, men who seem to take a delight in verbally snapping off the heads of clerks they ask to serve them. You naturally learn to know which of your customers are that kind and when you know them better, they generally soften somewhat, but it is a part of salesmanship to recognize the crusty buyer at sight and, instead of being cowed by his bluster, to take it for what it is worth, letting it pass without comment.

Once in a while such a man needs to be talked to in his own style in order to acquire his respect, but that is rarely the case. Snapping back at the man who acts ill-natured will generally end the chances of developing a friendly business relationship with him.

Of course, it is not easy to understand a customer's peculiarities at sight. Quite the reverse. This understanding the customer is the most difficult part of the headwork of salesmanship. But like many difficult things it is the more worth the while.

To judge an entire stranger by his appearance when he walks up to the opposite side of the counter from you, to recognize his type and to see behind what he says, requires an expert in psychology, physiogomy and a lot of other sciences, and one does not become an expert in anything at a moment's notice. Some men pick up these technical phases of selling faster than others, but after all, a good deal depends upon how hard we try to learn and how much time and energy we devote to study.

There are books on psychology in its relation to selling goods, and books on character study. Most salesmen regard such books as over their heads, as too theoretical. These books are not highbrow, and any way there is nothing more practical than a sound theory. If you learn the theory of understanding the customer, you will find it a simple matter to apply it.

The salesman who understands his customer will not rub him the wrong way. He will defer to his opinions, even though standing by his own in the main. He will avoid expressing offending opinions, and he will steer clear of dangerous topics.

The men who come into your store are interested in and informed upon many of the current affairs of the day, and they often have strong feelings upon public questions. To drift into conversation with such men and to take a pronounced stand on subjects in which the question of wrong or right, or patriotism or loyalty do not enter, running the risk of antagonizing them, is not the way to make them want to come back again.

The argument must be kept out of conversation with a customer, because it can only result in a lessening of respect and of friendship. The salesman is the one to keep the conversation away from argumentative dangers, because he is the party who has something at stake. The customer does not care. He may even be anxious to get into an argument. There are plenty of men who are always looking for a scrap.

The ability to best your man in an argument is no part of successful salesmanship. The man you seek to convince against his will, will not be convinced merely by being out-argued.

When you have a customer who seems to want to bring up certain favorite subjects for discussion, let him bring them up. It is the part of tact to get into a man's good graces by talking about the things he wants to discuss. You need not agree with him always. You are not obliged to agree to principles in which you do not believe, but you can keep your mouth shut some of the time and let many statements pass that are not entirely to your liking. Don't arbitrarily take the other side if you can avoid it.

A part of understanding customers is understanding why they do not buy in accordance with your suggestions. Asking a customer why he doesn't buy what you try to sell him is too crude a method of getting at the facts. A tactful discussion is more likely to bring out the facts.

If you are going to get very far with a man's objections to buying, you need to know his real reasons for refusing. To understand underlying reasons, you need to be a good judge of character, and you need to bring to bear all the knowledge you already possess of the man's business and habits. If a man is obviously or if you know him to be a professional man and objects to heavy cigars, you easily get a line on the kind of smokes he will favor. You read in his dress, his appearance, his language, the reasons for his objection to certain cigars you suggest. You come to an understanding of what type of man he is, and thus you get a line on what to try to sell him, without having to ask him directly why he doesn't want the cigar you offer.

Some men seem to prefer buying from a comparative stranger. They will choose every time the clerk they do not know. They don't care to develop any friendly relations with the man behind the counter. Other men always turn to the clerk they know. Their buying becomes a personal matter, and they like to develop a friendly feeling on the part of the salesman, and even to stop and visit with him a few minutes whenever he is not too busy. It becomes a part of

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See That Goods Received Are Those Ordered

By Elton J. Buckley

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Albany, N. Y.

On August 16th last I gave a salesman for a New York house an order for a line of men's underwear of a particular style and make. I had not handled the line before, but the salesman convinced me that it was good, partly because of some peculiarities of manufacture. I ordered a few dozen for fall trade. The goods came in and not being needed right away, were put on an upper floor. I did not have occasion to look at them until late in September, when I found that they were not at all what I ordered. The make is different, and some of the sizes are different. In fact, the goods are not desirable and I do not wish to handle them. Meanwhile, however, we paid the bill when it came due. I took the matter up with the New York house, but they say the goods were in fulfillment of the order and refuse to do anything about it. I have heard since that they are full of those tricks. What I would like to know is have we any recourse? I feel that our cause is just and am willing to go to any length to resent what I consider a trick.

A. M. N. & Bro.

I am very much afraid that the money this correspondent would spend in trying to get his money back would be lost. It seems like a hardship to make him pay for goods he didn't order and doesn't want, nevertheless he must remember that he brought the hardship on himself by his own careless failure to look at the goods—new goods, too—when they arrived, or within a reasonable time thereafter.

The law makes the duty of a buyer in such a case very clear. Where goods are bought on regular terms, the buyer is always supposed to have some time to inspect them after they arrive. That is his right and it cannot be taken from him—except by his own act, as in this correspondent's case.

But under innumerable cases his right to inspect is limited to "a reasonable time." This phrase, "a reasonable time," occurs very frequently in legal matters, and it is always given the same application—a reasonable time under the circumstances of the case. Naturally there can't be any inflexible rule as to what a reasonable time is. For instance, in one case some goods a man bought were delivered by mistake at a station rather distant from his store and about three weeks elapsed before they reached the store. He examined them within a day or two after, and found them not in accordance with the order. He accordingly rejected them, but the seller refused to accept the rejection, claiming that he had not examined them within a reasonable time, and it was now too late. It went to court, and the court said it *was* a reasonable time "under the circumstances of the case." The buyer could not be expected to inspect the goods on the station platform, and inasmuch as he inspected within a day or two after they reached his store, that was sufficient.

If the goods had gone straight to the man's store the reasonable time would have been much shorter.

Now, take the case submitted to me. I have no reason to believe that this correspondent needed more than one week to look at these goods after they reached his store. It is possible that the court might not give him even that much, and it is remotely possible that he might be allowed a little more if he showed some special reason for it. It is not debatable that the four or five or six weeks which he took, however, went far beyond a reasonable time. He even paid the bill without inspection, and it seems clear that his right of inspection—and rejection—is gone. If his right is gone, it follows that he cannot recover his money.

What should have been this buyer's course in the transaction which he sets forth? In the first place, as I have already intimated, he should have gotten at the goods within a few days, and made sure that they were what he ordered. I have already explained why that was necessary. I ran across a man the other day who had been in business for twenty-seven years, and who had never heard of the rule that the right of a buyer of goods to examine them when they came in is limited to a reasonable time. He thought he could look at them six months after and if he found they were not what was ordered, send them back and get his money.

But to return to the case. If this buyer on inspection of the goods found they were not what were ordered, he would have had two courses open. I take the following, which explains what those two courses are, verbatim from a leading case on the subject:

> (1) He may, if he so desires, rescind the contract, in which case he must return the property received by him or offer to return it, or prove that it is worthless and therefore that it is unnecessary to return it; (2) He may stand by his contract and keep what he received and in an action for damages recover the damages resulting from the fraud, which, ordinarily, will be the difference between the actual value of the property as it was when received by the purchaser and what its value would have been if it had been as represented. He may apply remedy No. 2 in two ways. If he has not paid for the goods he can wait till he is sued and then prove that the goods delivered are not worth as much as those ordered, offering to pay the value of the goods delivered. Or if he has paid for the goods he can sue the seller for the difference between the full contract price, which he paid, and the actual value of the goods delivered.

The Cigar Clerk on The New Draft

By Arthur T. Garrett

THE newborn American dye industry has got a mortal blow just as it was beginnin' to get firmly on its feet," said the Cigar Clerk as his friend, the Street Car Conductor, entered the store to obtain his daily package of scrap.

"How's that?" asked the Conductor, wadding a generous supply into his mouth, "I ain't heard anything about it. I thought we had the business cinched since Germany is out of the game and our chemists have discovered all the trade secrets."

"Oh, it ain't because the chemists flivvered, not at all. Why, when it comes to dyeing for our country, American chemists have the Kaiser's bunch down and out. Naturally you ain't heard nothin' about it, because it ain't happened yet, and I'm just dopin' it out myself as a natural consequence of this here 18 to 45 draft law."

"Well, fer the love o'—say, what's the draft law got to do with dyes?"

"Oh, I knowed I'd have to explain it to you. You're grabbin' nickels with one hand and ringin' 'em up, occasionally, with the other lunch hook, because you've got no imagination, you can't deduce at all. Your mental trolley works only on a straight line and when it hits a curve of independent thought—good night, the lights go out."

"Izzat so? Wilson is sure overlookin' a bet by not recalling Pershing and puttin' you in his place. There wouldn't be any German army after that—they'd laugh themselves to death. Go on, you wise bird, tell us all about it and mebbe you can head off the disaster. With your nut you oughta be one o' them dollar a year men in Washington. You're worth it—just about."

"Peace, Edgar, Kamerad, I surrender, 'n everything—have a cigar. Now I'll put you next to the calamity that threatens one of our new and prosperous institutions. They make a lot o' fun of the women who never have a birthday after No. 25, but believe me, they're not half as funny as these guys who begin to camouflage when the frost is on the punkin. The geezers whose shiny domes make a fox trot look like a scalp dance have a good alibi. They tell you it's deep thinkin' that has robbed them of their roof moss, but when Father Time begins to play 'Silver Threads Among the Gold,' they gotta own up, or dye.

"Before Congress pulled this forty-five joke you could walk along a crowded street for miles and not see any middle-aged men, say from forty-five to sixty. There wasn't any such animal. Plenty of real old-timers, with Santa Claus fronts; and a lot o' sprightly young blades, rangin' from just above thirty-one, the danger mark at that time, up to forty-five, the last lap of youthdom, but from that limit up to five times twelve a one-armed man could have counted them on his fingers. It seemed like there was no male children born in the United States from the Battle o' Bull Run to the Crime o' 'Seventy-three.

"Them was the happy days for the guys with the strong, virile faces and the raven locks, who pined because Baker said they couldn't go to France, seein' they were more than thirty-one years old—'Oh, yes, indeed, I know I don't look it, but I'm really getting along you know, thirty-seven last birthday.' With a million young men gone or goin' to France and an equal number o' young ladies cut off from companionship and free ice cream, these heroes whom crool fate debarred from fighting the horrid Hun, did their bit by consolin' the fair damsels, takin' them to theaters and dances. For years they'd had a hard time keepin' up with the football brigade and the ukelele lizards, but now the field was free. Little did the fluffy-haired damsel imagine that her youthful appearing dance partner, who didn't look a day over thirty-five, had been a delegate to the convention that nominated Bryan in 1896, and who is afraid every minute that his daughter's youngest will spill the beans by yellin' 'Oh, grandpa,' at him.

"Then Baker looks over those present in the army and decides we need a few more dozen to complete the job. He fixes the age limit at forty-five, because there ain't anybody in the country older than that, except John D. Rockefeller, Chauncey M. Depew, and three or four United States Senators. In two weeks, I understand, the sale of black hair dye fell off 95 per cent. Heads turned gray in a single night, and eleven thousand theater engagements were suddenly canceled, because the young ladies wouldn't stand for escorts in the Badger State. Torn betwixt love and duty they dumped the hair dye and told how they suffered from fright durin' the Chicago fire, which happened forty-seven years ago.

"You may think it's tough on the parties born between 1873 and 1887, because they gotta register and mebbe go to France, but their hardships ain't nothin' to the sufferin' endured by the nature fakers whose age has been a dark secret. Now they gotta come through and tell When it Happened or be pinched regularly by the police on the suspicion of bein' a slacker. Many a more or less happy wife, who is hopin' mebbe that friend husband will be yanked into the draft and sent to France to die an honorable death, leavin' a handsome widow with a fat pension, will wake up some mornin' and scream for the police to come and remove a grayheaded villain, who must have sneaked in durin' the night, only to discover later that it is indeed hubby, but how changed!

"Them fifty-year birds who used to haunt the cabarets disguised as sophomores will have to cut out the wild life, because the world excuses hilarity in youth, while it condemns gray heads that go on a bat. It's the home fireside and the slippers for them this winter, and on Sundays instead o' roadhouse gayety, they can go to church and join the congregation in singin' 'I'm Going Home to Dye No More.'

"You see, now, them American chemists that horned into the German secrets regardin' the makin' of hair dye are facin' a dyin' market. The real old guys are proud of their white hair, and the younger set ain't got any yet. The bulk of the trade comes

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from the middle-aged devils, who want to kid themselves that a man is only as old as he looks, so they frame a joke on the Bible statistics. Now, if they look ten years younger they gotta do a lot of explaining.

"Mebbe the industry will come back, and in the meantime the manufacturers might break even by takin' on eye-glasses and canes as a side line."

"Ah, you're crazy," said the Street Car Conductor. "I guess every able-bodied American citizen will be proud to do his share o' the fightin', and there ain't any of them going to lie about their age."

"Sure, stupid, you don't get the point. They're goin' to tell the truth when the truth hurts. These guys I'm talkin' about ain't claimin' to be over forty-five—they're *admitting* it, which is a whole lot different. Now, these birds that are really eligible and want to take on a few years suddenly, they're the gun-shy brand. By the way, what year was you born in?"

"Who, me? Why, lessee, I'm over age you know. It was in the year—ah—um——"

"Lemme help you out. You ain't quick at figgers; 1873 is the safety first line. Now you may lie when ready."

"Whaddayemean, lie? I was born in 1872, an' I can prove it."

"Good boy, you belong all right all right. Sure you was born in dear old '72, when Grant started his second term. It's a wonder they didn't name you 'Grant' instead o' Samuel C. But they was Democrats, so they didn't name you at all till Tilden run for President, and then they tagged you 'Samuel Centennial' in honor of the presidential candidate and the celebrated exposition held in 1876, at least that's the way your wife explains your peculiar middle name."

"You're a liar. I was named after my uncle and my middle name is 'Charles.'"

"Needn't yell at me. I ain't the draft board. You can be born in 1849, for all I care. Let's talk about the war for a change. If we get to quarrelin' I'm liable to forget you're an old man, and I might beam you one for luck. What do you think of Foash's strategy in straightenin' out the Rhymes-Soassons salient?"

"Them French names gimme a headache," said the Street Car Conductor suddenly. Have they captured that place called Cammyfladge yet?"

"No," said the Cigar Clerk solemnly, "it's too well hidden."

"I was readin' yesterday in the paper that Foash has now got the initiative firmly in his grasp, and I spent two hours lookin' over the map tryin' to locate it. What is it anyway? Is it a railroad, a town or a river?"

"Sam, you mean well, but to understand this war stuff, you absolutely have got to know French. There's lots of French words that are absolutely untranslatable, and it ain't no use to try to tell you in English what they mean. For instance, when I say 'C'est la guerre pomme de terres comme il fait bon jour mooseer,' you have no idea what I mean, and I couldn't tell you in English. But initiative is easy, you oughta got that by readin' about the prisoners and guns captured. Initiative is French for 'Goat.' See? When Foash took the initiative it means he got their goat."

"Gee, I wish I had your education," said the Street Car Conductor admiringly.

Buying and Selling In Wisconsin

THE "Wisconsin Tobacco Reporter" says that some time ago a number of farmers signed an agreement not to sell their tobacco under fifty cents a pound until a certain date. Then they met and declined to stand by the agreement, and ballots were passed upon which each grower wrote what he considered a fair price, or perhaps what he would like to have, and the average was forty-two cents. As tobacco buying did not start at the scheduled time as the buyers thought, their ideas and those of the sellers were rather far apart, the situation was somewhat mixed.

Sometimes the law of supply and demand can be set aside by combination, but it generally takes a very large and very wealthy monopoly to accomplish it, and the Wisconsin sellers and buyers do not figure up to this standard.

However, a few of the larger buyers have secured in the aggregate, several thousand acres of the new crop. A few sample sales were at 37 cents, 37¼ cents, 39½ cents, 38 cents, 36½ cents, 36 cents, 33 cents and 30 cents. "The Reporter" said on September 6th:

"The harvest has been delayed by cold, cloudy, drizzling rains the past few days, and the fear of low temperatures near the frost line is causing much uneasiness as not half the crop is yet secure. The growers have produced too valuable a crop to permit of any loss of working time or cost of extra labor to interfere with its early housing. From this time on there will be busy times throughout the tobacco growing sections.

"The tobacco growers very generally insist that they be permitted to strip the fillers in with the grades in the contracts thus far being signed this season. Even when the filler grade is bought at a separate price the percentage to be paid for as fillers is agreed upon, but the tobacco is to be stripped all together. Growers were never so insistent on this point as now, because they well understand that the scarcity of help at stripping time and the extra labor of separating the grades must be avoided as much as possible. The work of taking out the filler grades will therefore fall upon the packers the coming season in the warehouse handling of the crop, which is an additional matter of expense to be taken account of by them. The usual average percentage of fillers ranges from ten to fifteen per cent., depending upon the soundness of the crop, and if they are to be separated in the warehouse sorting, an additional cost of at least two cents a pound must be placed upon the filler grades."

What you can do NOW to help the next Liberty Loan

Read this carefully — then ACT

THE three Liberty Loan issues already successfully floated have been put over by the win-the-war spirit of the American people.

In connection with the great work of awakening and quickening to action the spirit of war sacrifice which has been the greatest factor in the success of Liberty Loans it would be impossible to put too high a valuation on the splendid voluntary work of American business men, bankers, labor leaders, and moulders of thought in all professions and occupations.

The very success of this volunteer leadership in creating enthusiasm has shown the desirability of organized methods for increasing its usefulness. And particularly to suggest to those leaders who feel that their circle of action is relatively small the enormous amount of good they can do as a whole if each, no matter how small or great (relatively) his sphere may be, will act with enthusiasm and system. The great factory or store, society or club, church, or other organization with, say 5000 employes, members, or audience, does a great work in "selling" the Liberty Loan idea to such an aggregation. But that work is fully matched in aggregate importance by a hundred such institutions whose average payroll, membership, or audience, comprises only fifty persons each.

The nation has much other work to do. The Liberty Loan drives are necessarily carried through largely by volunteer work. In consequence they must be limited to specific brief periods for the actual subscription to the bonds.

THESE brief sharp campaigns have the advantage of building up white-hot waves of enthusiasm, but it is extremely difficult in such periods to secure close contact with all the wage-earning and money-making units of the public and especially to bring home personally to each individual the important serious personal relation which he or she should have to the war and to the successful financing of it.

To the accomplishment of that great end it is now proposed that the leaders of thought and action in America and especially the employers of labor, great and small, whether in store or factory, whether engaged in production or distribution,

hold a meeting of your employees shortly previous to the Fourth Liberty Loan campaign, not to take bond subscriptions but to arouse serious entheusiasm for the forthcoming Campaign.

WHERE organizations are small, as for example small stores, similar organizations in the same or related lines of business can be invited to participate in one meeting. As for example, all the grocers in a small city, or all those in a given section in a large city, might get together in one meeting. But it would be a grocers' meeting. In such cases it would usually be wise to keep related trades together.

Whether the audience be great or small, every effort should be made to "stage" the meetings effectively, to make them interesting and instructive and above all to give employes themselves an opportunity to speak, to discuss, to suggest, to enthuse their fellow employes.

"Win-the-War" Meetings need not be limited to gatherings of employees. They can be equally effective if organized as "town meetings"—or by clubs, societies, churches, lodges or similar institutions. Leadership, organization, and a definite program will work wonders.

It is not essential that such meetings be called Liberty Loan meetings—they would better be announced as "Win-the-War" meetings, and above all it should be made clear that no attempt will be made at these meetings to secure or accept subscriptions for Bonds or money for any purpose whatever—but in all the speaking and discussion attention should be largely devoted to the forthcoming Loan.

The Fourth Liberty Loan Campaign will begin on September 28th.

All of the preliminary meetings should be held not earlier than September 10th and not later than September 25th, unless there are special circumstances which would make an earlier or later meeting expedient.

THE LIBERTY LOAN BUREAU has prepared a booklet setting forth "Suggested Programs for Meetings to Prepare for the Fourth Liberty Loan."

They have asked us as publishers of a business paper to bring this suggestion for patriotic service to the attention of our readers and to urge its hearty adoption by all stores, factories, employers of labor in any capacity, societies, clubs or organizations of any kind who can arrange such meetings.

We have been furnished with copies of the booklet, giving "Programs for 'Win-the-War' Meetings"—and will send a copy promptly to anyone signing the coupon below and mailing it to us. The signing of the coupon is your pledge to hold such a meeting either of your employes or of some similar group which you can bring together previous to the Fourth Liberty Loan Campaign and your pledge when received will be turned over to the Liberty Loan Bureau and officially acknowledged.

Such meetings organized in the "Win-the-War" spirit will not only help tremendously to insure 100 per cent. subscriptions to the Fourth Liberty Loan among employes of industrial and commercial concerns, they will do more than almost any other one thing could to develop among all ranks of the public the stern spirit of sacrifice, and the necessity for loyal, constant, steady service of each and every one in the great national work of victory for the cause of Liberty and Democracy.

They will serve to educate and make clear to all the vitally important way in which work and sacrifice here in our midst help and sustains the work of our fighting men "over there."

This is an opportunity for every American business man to do a great and helpful work for the Fourth Liberty Loan and one which will help win the war.

There is plenty of time for efficient action. There is no time to lose in preparing for that action.

THE TOBACCO WORLD.

Sign the Coupon
Mail to

The Tobacco World
236 Chestnut Street
Philadelphia

Get the Book
Hold your meeting

and
make it a
"hummer"

This space contributed to the winning of the war by The Tobacco World Corporation

I pledge myself to organize and hold a "Win-the-War" meeting previous to the opening of the Fourth Liberty Loan Campaign in order to help float the Loan.

Send me †..... copy of Liberty Loan Committee Booklet giving suggestions for Programs for such meetings.

State.....

City.....

Street No. .....

**Firm*.....

Position or Title.....

Signature.....

Date.....

**If a Society, Club or similar organization, give name here.*
†*If more than one copy is desired, state number.*

Facts Not Given In H. Neuberger Case

A. MITCHELL PALMER, the alien property custodian, has announced that immediate steps will be taken to liquidate the German-controlled tobacco jobbing firm of H. Neuberger & Company, Incorporated, which has offices at 130 Water Street, New York. This concern, which has been taken over by the alien property custodian, did a large speculative business in leaf tobacco. It has $300,000 worth of leaf tobacco in storage, which will be sold shortly.

Neuberger & Company owns fifty per cent. of the stock of the Connecticut Tobacco Company, of Hartford, Conn.; thirty-seven per cent. of the stock of the Griffin Tobacco Company, of Connecticut, and twenty-five per cent. of the stock of the Arthur Corey Tobacco Company, of Jacksonville, Fla.

Neuberger & Company was organized about fifteen years ago by Frederick Lederer, who was sent to this country by Heinrich Neuberger to establish a branch of Neuberger & Company, large tobacco dealers of Bremen, Germany. On the death of Heinrich Neuberger, the majority interest in the company came into the possession of Captain Moritz Neuberger, of the German army. Lederer continued to be the active man in the American company, Captain Neuberger visiting this country about once a year.

The firm has a capitalization of $710,000, of which $654,700 of stock was issued and is outstanding. Captain Neuberger held sixty-five per cent. of the stock.

Mr. Palmer has appointed the following directors for the company: Chellis A. Austin, 115 Broadway, New York, vice president and chairman of the board of directors; William M. Cruickshank, secretary; N. J. Verdery, secretary of the New York Stock Exchange, treasurer; C. J. Edwards and William Redmond Cross. Mr. Lederer will continue to act as president of the concern.

According to newspaper reports, A. Mitchell Palmer would take over the business of H. Neuberger & Company, Incorporated, of New York and Hartford. An authorized statement by a representative of the company is that sixty-five per cent. of the stock of the company was owned by Captain Moritz Neuberger, of the German army, and the balance by Frederick Lederer, a patriotic American, whose loyalty is unquestionable. On the entry of the United States into the war, Mr. Lederer placed the alien-owned stock in the hands of Mr. Palmer. As the alien ownership of stock was a handicap, liquidation was started several months ago with Mr. Lederer's approval and cooperation. Mr. Lederer continues as president under the custodian's reorganization.

It would seem that in cases of this sort it would be better to first ascertain the facts, so that they might be fairly and correctly given publicity.

The Rising Tobacco Prices

JUST a little word of advice in regard to rising prices; it is so easy to give and so cheap, and generally so little appreciated. But it is a fact that to keep talking about troubles is the way to make them grow and it appears to us that there is too much talk about the increase of the prices of cigars and tobaccos.

For his own satisfaction and not for journalistic enterprise, the writer talked the matter over casually with two retail dealers, yesterday, Mr. Rialto, of whom he buys his cigars on pay day, and Mr. Blanksky, of whom he buys his cigars in the middle of the week.

The unanimous opinion of the trade at the top and bottom, the high-tone and low-tone merchants, was that the only kicks came from customers who always had been kickers, but that the general line of regular customers as well as transients had accepted every advance with good humored resignation or most often as a matter of course.

We believe it would be best for manufacturers and jobbers to take the same position, and we believe that they do for the most part.

With the Emergency Aid sending thousands of dollars worth of tobacco to the trenches; with the Government commandeering all or most all of popular and favorite brands, the American public expects the prices of cigars to advance. Is it to be supposed that tobacco is going to sit pat while all other commodities are climbing like the devil, and some of them taking to airplanes?

Just a word more. The smoker who pays an extra cent or two for his favorite brand is glad to find that the quality is still there. So far it certainly is.

There are two wrong positions assumed by jobber or retailer. One is an aggressive attitude and the other is an apologetic one. The true one is the smiling one, the contented one, the one that says to the public, "It is the War."

An exchange says, "Don't permit a dissatisfied customer to leave your store." Has the writer of that advice got murder in his heart?

The "Journal of Commerce" says, "All new buildings to be curtailed." The man that wrote that heading must have been a sort of a wag.

"More Than Pleased" With The Universal Tobacco Leaf Counter

It Counts only the Stripped Leaves and any number (from 20 to 80) to the pad.

Gentlemen:—

Referring to the recently purchased counting devices, beg to advise that I am more than pleased with same, and am convinced that without the counting device the stripping machine would not be complete.

Regarding the results I am getting from same, would add I do not have to watch the operators as I know how long it requires to make a pad, and therefore know how many I should have at the end of the day.

Yours very truly,

(Name on Request)

LARGE as well as small cigar manufacturers are employing the Universal Tobacco Leaf Counter with marked satisfaction. It counts only the Stripped Leaves and any number (from 20 to 80) to the pad. Some of the largest users of the Universal Tobacco Machine, after trying out the "Leaf Counter" under the most exacting conditions of actual service are equipping all their "Model M" Universals with the new Leaf Counting device.

Don't waste time deploring the scarcity of labor. Let us prove to you that the Universal Stripping and Booking Machine and Universal Leaf Counter will save you labor and money.

A demonstration in your own factory with your own tobacco involves no obligation. Write now.

UNIVERSAL TOBACCO MACHINE CO.

79 Fifth Ave., New York

Factory, 98-104 Murray St., Newark, N. J.

TRADE NOTES AND NOTICES

The Franco-American Cigarette Company has bought a number of buildings in Louisville, Ky., to be used in the manufacture of cigarettes for the export trade to France and other countries.

The annual outing of the employees of the Pasbach-Voice Lithographing Company, of New York, was held on August 24th, about 200 being present. A baseball game between the engravers and artists, and the pressmen and feeders, was won by the latter team by the score of 9 to 6. Mr. Voice played on the losing team. Various tournaments were held, and the day closed with a dinner, at which the employees were congratulated by Messrs. Pasbach and Voice on their part in the rapid growth of the firm.

Sig. C. Mayer & Company, Incorporated, 316 Cherry Street, Philadelphia, has decided to open another factory. It will be No. 6 in the series of Mayer factories, and will be located near York, Pa.

The Deisel-Wemmer Cigar Manufacturing Company, of Lima, Ohio, will pay $350,000 to the Cincinnati Customs House as a duty on $1,000,000 worth of Sumatra tobacco which the company is transferring from the New York Customs House to Cincinnati to supply the Lima main factory and branch houses.

An official dispatch from Switzerland says it is announced from Berlin that all of the cigar factories in Germany will be closed at the end of the year because stocks of leaf tobacco are exhausted. This measure will affect 6,000 factories which are still employing 80,000 to 90,000 and which employed 220,000 in 1916.

At a meeting held on August 29th, the stockholders of the American Sumatra Tobacco Company authorized an increase of the common stock from seven to fifteen millions of dollars. The purpose of the increase is to permit the payment of a fifteen per cent. stock dividend and also the issue of new common stock to the extent of twenty-five per cent. of the amount outstanding after the payment of the dividend. There are 68,139 shares of Common stock outstanding; 10,221 shares will be required for the dividend and there will then be 78,360 shares outstanding.

The Tampa cigar manufacturers have averted a strike by granting an increase of from fifteen to thirty-two per cent. to men who were already getting from $40 to $50 a week, and whose going out would have made others idle. It is probable that the "others" will now soon be heard from, as their going out would probably have the same effect on the ones who have already. It looks as though the American Tobacco Company are not the only ones making a "Lucky Strike."

The Tropical Tobacco Company, of New York, has increased its capital from $100,000 to $1,000,000.

The R. J. Reynolds Tobacco Company has purchased the Plaza Hotel at Winston-Salem, N. C., containing sixty rooms for a home for the girl employees of the company.

M. L. Floyd, of Hartford, Conn., former manager of the Floydville plantations and later vice president and a director of the American Sumatra Tobacco Company, has entered the service of the Government as Industrial Co-ordinator, with headquarters at Washington, D. C.

A very admirable market report has recently been sent out by the R. M. Barker Tobacco Company, of Carrollton, Ky. The total resales in the State of Kentucky for the crop of 1918 were 14,608,972 pounds. The Barker Tobacco Company have doubled their steam drying capacity, and have built a storage warehouse of 5000 hogsheads capacity.

The Fernandez-Abraham Company, of Milwaukee, Wis., have sold their business to Celestino Fernandez y Ca. The new concern has been incorporated with a capital stock of $10,000. The business will be conducted at the old quarters at 376 East Water Street, Milwaukee. Y. Alonso will supervise the factory. The other officers of the company are: I. Fernandez, vice-president and treasurer; George Koeberlein, of La Prenda Cigar Company, secretary.

The Porto Rican-American Tobacco Company has declared the scrip dividend of three per cent., payable September 15.

The Weyman-Bruton Company has declared a twenty per cent. common stock dividend, payable October 1.

That the restaurants in mining districts are aiding the sugar-conservation program is illustrated by a sign which appears in a restaurant near Tonopah, Nev. This sign reads: "Use only one level teaspoonful in your coffee. Don't be a U-boat—so stir like hell, for we don't mind the noise."

In Philadelphia local tobacco trade Henry G. Cutler operating the cigar stores at 102 and 208 Arch Street, has recently disposed of both these businesses and will retire owing to ill health. He has been in the cigar businss for more than eighteen years. George Lessler, who was in the cigar business in Baltimore some years ago, has purchased the store at 102 Arch Street. H. Johnson, who is a newcomer to the cigar game, has bought the store at 208 Arch Street.

A PROBLEM

The Conservation Committee of the Tobacco Merchants Association

RECOMMENDS:

"Tin containers are to be eliminated, using in lieu thereof such substitutes as may be found available, or such other containers or boxes as may be found practicable, but which shall not be in conflict with the foregoing recommendations."

The Answer

"Damptite"

the substitute parchment-lined fibre container already in service and giving satisfaction. We will be pleased to refer prospective users to cigar manufacturers who have tested this container in a most thorough manner.

¶ Since the Conservation Committee has also recommended that Class B Cigars be packed in wooden boxes of not less than 100, a package such as the "DAMPTITE" will be the only kind of a packing that will be able to meet consumer demand for containers of 25 cigars—a package that has already built trade in every section of the country.

¶ These are war-times and it is a case of "first come first served." The demand for "DAMPTITE" containers is already approaching the factory capacity.

GET SAMPLES AND PRICES TO-DAY

WIEDMANN-ST. LOUIS CIGAR BOX CO.

1117-23 NORTH BROADWAY ∴ ∴ ∴ ST. LOUIS, MO.

GARRETT H. SMITH, Inc.
106 E. 19th Street
NEW YORK CITY
Agent for the States of New York, New Jersey, Pennsylvania, Delaware, Maryland and Florida

AMERICAN BOX SUPPLY CO.
383 Monroe Street
DETROIT, MICH.
Agents for the States of Michigan, Indiana and Ohio

P. Lorillard Co.
Business Established 1760—158 years ago.
We furnished tobacco for the soldiers of the
Revolutionary War (1775—1783)
War of 1812 (1812—1815)
Mexican War (1846-1848)
Civil War (1861-1865)
Spanish War (1898)
and are now furnishing
Climax Plug "The Grand Old Chew"
to the soldiers fighting for the
Liberty of the World.

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES

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Meeting 1st Thursday of each month at Masonic Temple, 310 Lenox Ave., New York.

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Meeting 4th Tuesday of each month at Hotel McAlpin.

Cigar Store Salesmanship

(*Continued from Page 20*)

the cigar salesman's business to get to understand these types of customers in order that he may treat each class as it wishes. It is good salesmanship to learn to recognize as many types of customers as possible at sight.

To put too much effort into becoming personally intimate with the man who likes to make his buying an impersonal matter may prove to be a fatal error. To make selling a strictly business proposition with the cordial, friendly, sociable chap, may also be a mistake, and cause him to drop in somewhere next time where he meets with a more human reception.

Some customers feel themselves above the cigar store salesmen. They think they belong on a higher plane and that they are condescending when they enter into conversation with the man behind the counter. Of course, such a man is insufferable, and he makes the salesman pretty sore, but it is all in the day's work, and a good sale is a good sale, whether to one kind of man or another, and if the customer feels above you, and shows it, there is nothing to prevent you from feeling above him and keeping it to yourself.

Don't take too seriously the attitude of your customer toward you. The success of your relations depends more on your attitude toward him. And don't judge a customer too severely by his first appearance. Every customer has times when he feels different. He may be off his feed; he may have quarreled with his wife before he came down town; he may be worried by his business. Many things may put a man into such humor that he feels like taking it out on the cigar store salesman or someone else he happens to meet. Pass over a good deal from a customer before showing yourself disgruntled.

When the customer is peevish, then it is time for you to be tactful and careful, trying harder than usual to please him. Please a man when he is cross, and he will come back when he is good natured.

Study your customers and study men wherever you meet them in order to learn the better how to understand them in their various moods. No fact discovered about human nature will be wasted in the practice of salesmanship. The better your understanding of human nature, the better will be your understanding of your customers.

A local paper said that a stenographer at Hog Island received a "cargo" of cob pipes from New England and distributed them among the boys, and that cob pipes have become the rage on the Island. As 97 per cent. of the corn cob pipes are made at Washington, Mo., the item is probably a reporter's pipe dream.

A San Francisco item states that a firm there is not going to put up any "Christmas cigars" on account of the uncertainty of taxation. If all others will follow suit there will be joy in many households. Last Christmas the writer received a box of cigars and said bad words. You can imagine his delight when it was unwrapped and revealed a well-known and excellent brand, sold near Broad and Chestnut Streets.

SHADEGROWN

Connecticut, Florida
and
Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.
142 Water St., New York City

44

LIPSCHUTZ'S 44 CIGAR
ADLON 10c CIGAR

The achievement of the Lipschutz Standard in cigars represents twenty-five years of close co-operation with the *trade* and the *consumer;* it is the result of an ideal that cannot be satisfied with anything short of perfection, and the result is a nation-wide prestige.

Through the growth of public approval the consumption of cigars made by the Lipschutz Standard is increasing every year.

The "44" oval products are marketed under a name that carries with it a responsibility for quality.

"44" Cigar Co., Philadelphia

DEALERS
There's a Big Demand for
FLOR DE
MELBA
The Cigar Supreme

They're quite a bit better than others. All popular shapes.

Sell for 3 for 25c, 10c straight, 2 for 25c, 3 for 50c and 25c straight.

Our national advertising helps you sell FLOR DE MELBAS.

Thousands of satisfied FLOR DE MELBA smokers help you increase your business.

See your jobber now, or write us

I. Lewis Cigar Mfg. Co. - Newark, N. J.
Largest Independent Cigar Factory in the World

Counter-Irritants

(Continued from Page 8)

11. There is an art in breaking in green help. To pile on so much the first few days that the newcomer is utterly discouraged is a mistake. Overloading a colt has made many a balky horse. To give them too little to do and not to require that done well is to give a wrong idea of what you expect. There is a happy medium which makes for contentment, the joy of the job, and fires ambition. Few men in business get very far without the right kind of assistance.

12. Honesty and square dealing are the foundations of successful business, but a building which never gets further than its foundation will not afford much protection or comfort. Good judgment, properly directed activity, sound business methods and the ability to serve pleasingly must be coupled with honesty and square dealing if success is to be attained.

13. No one can expect to succeed who is not willing to pay the price. Paying the price of business success means eliminating all weakening habits, sound financial management, correct business methods and sticking everlastingly to the job. Few businesses react well to absent treatment.

14. Publicity, like fire, may be a friend or a foe. Properly directed, it increases business by enlarging one's field of opportunity. Undesirable publicity in the way of justifiable criticism or the remarks of dissatisfied customers will tear down as fast or faster than well-directed effort can build up. Destruction is always more rapid in its nature than construction.

15. The business man who always asks, "What am *I* going to get out of this?" when community welfare is at stake, is usually the kind who does not get much of anything. Life's harvest is according to our sowing.

THE WISCONSIN TOBACCO CROP

THE Jeremiahs who were predicting disaster last month to the tobacco crop on account of the drouth are singing a new tune, as plenty of rain came and there was a wonderful recovery and a big binder crop is now promised. Less hail and fewer grasshoppers than usual, and even some of the farmers are beginning to smile, which they seldom do until they get their money, and then they do it at home, after their wives get asleep.

The "Wisconsin Tobacco Reporter" says: "If it proves that the price of the 1918 crop is already established and the estimated yield predicted August 1st by the Department of Agriculture of 70,000,000 pounds in the State is realized, someone must dig up close to $20,000,000 to move the present crop in Wisconsin. This is nearly double the cost of any previous crop grown in the State. Divide this sum among about 10,000 estimated tobacco growers in the State and it makes an average return of $2000 to each farmer producing tobacco. The wrter went on record months ago with the prediction that 1918 was the banner year for tobacco growing and it has come true."

So far as buying agreements are concerned, the lid appears to be off. It gets off nearly every year, anyhow, as if "The best laid schemes o' mice and men aft gang agley." The best laid schemes of tobacco men go the same gait.

A WAR BABY!

The high import tax imposed on Manila cigars at the time of the Civil War killed the business in the United States.

The Spanish War and the acquisition of the Philippine Islands served to re-introduce Manila cigars to American smokers.

And now this World War with the greatly increased cost of smokes of all kinds, and the enterprise of the Manila manufacturers in supplying a cigar of rare smoking quality and at a comparatively low price has given the Manila cigar prestige it never before could win.

Every Cigar Dealer Can Now Get Dividends from a Real WAR BABY

Stock Manilas—There's Money in It!

Manila Cigars at Odd Cent Prices and at Regular Prices Will Balance Your Stock

List of manufacturers and importers on application

MANILA AD AGENCY :: 546 West 124th Street, N. Y.

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

JOSE F. ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 18 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

Advertise Your Brands
in
The Tobacco World

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

H. NEUBERGER COMPANY
Incorporated
130 Water Street
New York
IMPORT EXPORT
LEAF TOBACCO

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306 NO. THIRD STREET, PHILADELPHIA

Tobacco Trade Troubles

IN the tobacco industry every man has his own troubles of one kind or another, and quite naturally these are uppermost in his mind. The editor of a trade paper listens to them every day, and sympathizes. Yet back of all the rulings and requests that make an involved transaction of ordinary business, lies that great big vital thought—THE WINNING OF THE WAR.

As we make our rounds in various cities and sections we notice that hardly anyone ever stops to ask us if we have any troubles. They do not seem to see that we are just swelling up all over waiting for a chance to modestly explain that we have been receiving instructions in what our patriotic duty consists of, and that we are trying to do it.

The troubles of printers and publishers are just beginning. The Burleson-Kitchin postal zone law is as a breeze before a tornado.

Without burdening our readers, there are just two things of immediate importance that we desire to bring to their attention.

The War Industries Board suggests (which is doubtless but the prelude to a regulation) that:

No subscriptions be continued after date of expiration unless renewed and paid for.

That no free copies be given to advertisers, except one for checking purposes.

There are a lot of other regulations and suggestions of no immediate interest to the reader, perhaps, but which will be necessary for the publisher to conform to by October 1st.

For instance the matter of paying for exchanges seems very foolish as far as trade papers are concerned, for it simply means an exchange of checks. As far as the tobacco trade papers are concerned, it is probable that the exchanges are very small. But if it is our patriotic duty to exchange checks we will be glad to do so.

Whatever our troubles are or may be, we believe that every restriction and request is made with the definite idea of contributing something that is essential to the swift and successful conclusion of the war.

If regulations and restrictions hurt, let us remember that the sooner we comply with them the more we will be able to do to hasten the end of the war and the beginning of a new era.

The Potsdam Gang is responsible for all our troubles. It was not satisfied with the ambition to clean up Europe, but has been blind enough to believe that it can lick the whole world. America has been marking time until recently. We are now preparing to demonstrate what happens to those who overestimate their capacity.

And here at home we must throw every energy into the balance and swing the tide. Our sacrifices thus far have been small compared to those of the nations that have stood between us and the Trained Barbarians of Prussia.

Lets get heartily, loyally, enthusiastically and efficiently into the WINNING OF THE WAR spirit.

On your mark. Get ready! Get set! GO!

WHAT LABOR IS NON-ESSENTIAL

Washington, D. C.

RECENT decisions of the community labor board of the Department of Labor that unskilled labor in the District of Columbia should be taken out of non-essential enterprises and placed at war work, has caused a big flurry among the local merchants, who see in this the taking away of the last of their unskilled labor, janitors and porters.

As a result of the decision, the question was raised as to the authority under which the labor board was operating, it being held by the merchants that it had no right to issue any rule defining "non-essential" occupations, and the secretary of the local retailers' association even went so far as to say that "the circumstance was most unfortunate and should be a warning to all concerned to wait until they know they are right before they go ahead. Washington business interests have nothing to fear and the matter should be dismissed."

As a matter of fact, however, the merchant who "dismisses" the matter is liable to get himself into an uncomfortable difficulty, since the labor board is confining itself to following out the regulations of the war industries board. In view of the uncertainty as to its jurisdiction, the board has issued a statement declaring that it, as well as the labor boards in other cities, is charged with the responsibility of determining the methods which shall govern the United States employment service, in attempting to recruit for war work men from industries which are not directly connected with the prosecution of the war.

"The employment service is not purposing to use any form of compulsion in such recruiting, other than an appeal to the patriotism of the worker and the employer," it was asserted. "The power to determine priority among industries, and to close up non-essential industries by shutting off supplies, rests with the war industries board.

"The employment service will follow the priorities determined by the priorities board of the war industries board. It is within the province of each community labor board to list those non-war industries in its community which will first be called upon to contribute men to war work.

"This does not mean that such industries will be compelled to close up or to discharge their male employees at once, but that with as much fairness as is possible, and with as much speed as may be necessary to meet the national emergency, they will release male workers.

"Much work essential to our war program is being seriously retarded by lack of unskilled labor. In this situation it is obviously wrong to have able-bodied men continuing to sell candy, cigars and like articles, to be doing work in shops and stores which might, with reasonable effort on the part of the employers, be entrusted to women, and to be attendants in clubs, barber shops, soft-drink establishments, bowling alleys, dancing academies and elsewhere.

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

TURKISH CIGARETTES
CADO COMPANY, INC.
145 Lafayette Street - New York City
BRANDS { Fifty-Six - - - - - 10 for 25c
Cado - - - - - - 10 for 15c
Water Lily - - - - - 20 for 15c

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
East End Avenue and 81st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

WARWINNER:—40,761. For all tobacco products. August 14, 1918. American Litho. Co., New York City.

WARSAVER:—40,762. For all tobacco products. August 14, 1918. American Litho. Co., New York City.

TOBACCO FLAKES:—40,763. For smoking tobacco, chewing tobacco, cigarettes and leaf tobacco. August 17, 1918. P. H. Gorman Co., New York City.

TILCREST:—40,764. For all tobacco products. August 15, 1918. American Litho. Co., New York City.

HONOR BOUND:—40,765. For cigars, cheroots and tobacco. August 19, 1918. Cole Litho. Co., Chicago, Ill.

BEECH-NUT SNUFF:—40,766. For snuff. August 17, 1918. S. Scharlin & Son, New York City.

TREAT EM ROUGH:—40,768. For all tobacco products. August 22, 1918. American Tobacco Co., New York City.

RINTINTIN:—40,770. For all tobacco products. August 23, 1918. American Litho. Co., New York City.

FRIAR:—40,771. For all tobacco products. August 19, 1918. H. Rippen, Perth Amboy, N. J.

KOBOLD:—40,772. For all tobacco products. August 21, 1918. H. Rippen, Perth Amboy, N. J.

LA LAITIERE:—40,773. For all tobacco products. August 22, 1918. Pasbach-Voice Litho. Co., New York City.

LADY LISTER:—40,774. For all tobacco products. August 26, 1918. Lord Lister Cigar Co., Chicago, Ill.

TRANSFERS

LA RECOMENDA:—13,637 (Trade-Mark Record). For cigars. Registered August 1, 1894, by L. C. Wagner & Co., New York City. Transferred to H. H. Sheip Mfg. Co., and from the latter to Huttger Company, Philadelphia, Pa.

JOSE GRANDE:—36,998 (United Registration Bureau). For cigars, cigarettes, cheroots and tobacco. Registered October 20, 1911, by American Litho. Co., New York City. Transferred to Kohlberg & Co., Inc., New York City.

ZALORA:—28,666 (Tobacco Leaf). For cigars, cigarettes and cheroots. Registered November 15, 1904, by the Lagora-Fee Co., Detroit, Mich. Transferred to the Cadillac Cigar Box Co., and re-transferred by the latter to Rohde & Co., Cincinnati, O.

That the war-package question in England is a very live one is indicated by an item in the "Cigar and Tobacco World," which says:

"We understand that as the result of impending action by the Paper Controller, padded boxes for cigarettes will be done away with, tinfoil for tobacco abolished, and much simpler, thinner, and less costly packing become compulsory for all kinds of tobacco and cigarettes. This, of course, is due to the shortage of tonnage for paper-making materials, cardboard, etc., and it is expected that it will result in something in the nature of the standardization of packings for tobacco goods."

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

FOR SALE—Contents of a small, neat factory, mostly new, in office building. Fine location. Electric light, steam heat; cheap rent. All at cost. Owner retires. Registered brands and imported bands at cost. Established 40 years. Robert Link, 2050 Amsterdam Avenue, New York City.

FOR SALE—SHORT FILLER SCRAP, made from all Ohio tobacco, price 30 cents. Also have fine lot Dutch tops for sale. Will buy low grades of all kinds. C. C. Ehrhart, Versailles, Ohio. Factory No. 9, Tenth District.

FOR SALE—Twenty-four Miller, DuBrul & Peters suction tables, in perfect condition. For a quick sale a very low price will be accepted. Address Box 151, "The Tobacco World."

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

WANTED

WANTED—Control of a factory in Pennsylvania, either in York or Lancaster Counties; factory making between 25,000 and 100,000 cigars weekly. Will want owner to run factory on so much per thousand basis. Address Box 235, care of "Tobacco World."

CIGAR FACTORY WANTED—Will pay "spot cash" for a cigar factory able to make from ten to twenty million cigars a year. Address, with full particulars to Box 236, care of "The Tobacco World."

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made.
J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

HELP WANTED

CIGAR FOREMAN—Wanted in Philadelphia factory on suction work. Good opportunity for competent man. Address Box 234, care of "Tobacco World."

SITUATION WANTED

FACTORY MANAGER OR FOREMAN—A young man wants a position as general manager or foreman in a cigar factory. Has had seven years' experience in all parts of factory. Prefers the West; now employed in the East. Address Box 238, care of "Tobacco World."

The Tobacco World

Established 1881

Volume 38 — September 15, 1918 — No. 18

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

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Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
INCORPORATED
LOUISVILLE, KY., - - U. S. A.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W
WM. WICKE RIBBON COMPANY
Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain
WOODHAVEN AVENUE, GLENDALE, NEW YORK

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—And with the future demands of the War Department abundantly cared for—

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The "Makings" of a Nation

VOLUME 38 NO. 19

The TOBACCO WORLD

OCTOBER 1, 1918

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44

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BOSTON

Volume 38

THE TOBACCO WORLD

Number 19

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, October 1, 1918 Foreign $3.50

Conservation Measures For Tobacco Industry Indicate Radical Changes And Strict Economies

IN considering conservation measures cigar manufacturers are advised to bear in mind the fact that the cigar industry has not been listed by the Government as an essential one. This fact was brought home to a meeting of cigar manufacturers held under the auspices of the Tobacco Merchants' Association at the Hotel McAlpin on the 20th.

The meeting was held for the purpose of discussing economies suggested by the conservation committee of the Tobacco Merchants' Association. A. I. Esberg, of the tobacco branch of the war industries board, came from Washington to give what aid he could in discussing the problems.

New conservation measures were presented for discussion and it is believed that in substance they will be generally accepted. Briefly the latest developments are:

Class A cigars to be packed not less than 200 in a box.

Class B cigars to be packed not less than 100 in a box.

Class C cigars to be packed not less than fifty in a box.

Tin containers to be eliminated. No substitutes to be used except in the same size packings as allowed boxes.

Tinfoil to be eliminated. No imitation paper substitute to be used.

All color tags, front mark tags, nail tags, distributor's tags, class tags, outside labels, back strips, extension strips, outside wrappings and inside lining to be eliminated.

No coated or lithographed flaps or bands to be used.

No silk ribbons to be used. Cotton ribbon may be substituted.

Cigar bands to be not more than one-half inch wide and to be printed in only one color.

Cigar bands or tissue wrapping may be used, but both cannot be used.

If these suggestions are made operative, it is believed that more than 1000 tons of coated paper will be saved.

It is to be borne in mind that these are only suggestions, but it was pointed out that the cigar industry is expected not to conserve just a little bit or fifty per cent. of what it can do without severe injury to the business, but that it must go one hundred per cent. of the way possible.

After the open-hearted discussion at the McAlpin it seems hardly worth while to comment. There was a disposition in some quarters, as observed from the arguments, to look cross-eyed at the schedule.

There were a number of patriotic manufacturers who did not hesitate to get up and say that while such radical changes as suggested would hurt them—injure them severely—the winning of the war was uppermost in their thought and that no sacrifice would be considered too great. To mention names would be to make others conspicuous.

But the practically unanimous votes that were given in favor of the various suggested changes emphasized the spirit of the meeting.

One thing that was brought out, and it cannot be emphasized too strongly, is that the cigar industry has not been recognized as essential. The Government can find many uses for the help employed and for the coal burned, and the transportation facilities used.

The extent to which the cigar industry makes sacrifices for the winning of the war will probably influence very largely the conservations which the Government will actually require from it. It is much better to go the whole way and do a thing in a willing spirit than to be compelled to go further and do more.

One of the hardest hit branches of the industry is the lithographic trade, but there was no great complaint on their part.

Let us get behind the idea that everything that we can do to win the war now is helping to shorten it. Certainly we all look forward to a victorious conclusion, but dilatory tactics will contribute to delay the victory. PASTE THAT IN YOUR HAT.

Not how little can we do, not how little can we sacrifice, but how *great* an offering can we contribute for VICTORY.

As matters now stand it is proposed that the measures planned shall become effective, if accepted by the war industries board, within a specified period—probably sixty days. After that time manufacturers will be permitted to use up stocks on hand. When the old stocks are gone all new orders are to be placed in conformity with the accepted regulations.

It might be well to extend the period before the ruling becomes effective, say to January 1, 1919, and that after that time all manufacturers be compelled to conform strictly to the regulations, thus putting the entire cigar manufacturing industry on an equal basis.

Some manufacturers claim to have certain goods on hand or ordered in sufficient quantities to carry them for a year or more, while others will have to place orders in the next month or two and immediately conform with the new regulations. And there is nothing to prevent orders being placed between now and the time the war industries board rulings are made effective to carry manufacturers through for a very considerable period. The continuation of handsomely lithographed packages by manufacturers who have the capital to carry stock for a year or more would be greatly to the detriment of the smaller manufacturer, who is limited to a much smaller supply.

The conservation measure calls for sacrifice, and in the strict spirit of the thing, the same sacrifices should be made by all at the same time.

Among the Philadelphia manufacturers represented at the meeting were Otto Eisenlohr & Brothers, Incorporated, by Charles J. Eisenlohr and Ben R. Lichty; Antonio Roig & Langsdorf, by J. L. Krauss; Bobrow Brothers, by Charles Bobrow; "44" Cigar Company, by George Lex; Morris D. Neumann & Company, by M. J. Levy and B. F. Loeb; Sig C. Mayer & Company, by Sig C. Mayer; Bayuk Brothers, by Sam Bayuk and Harvey L. Hirst.

Government Getting About 15% of Cigarette Output

Washington, D. C.

ALTHOUGH tremendous amounts of tobacco are being furnished our soldiers by the War Department, the amount taken for this purpose is but a small percentage of the total production of the country, according to officials of the department. This, of course, does not include the tobacco furnished by the various organizations, such as the Red Cross and the Young Men's Christian Association, or by the various funds raised by the newspapers and others for the purpose.

The matter of supplying our soldiers with rations was recently taken up by the Washington office of THE TOBACCO WORLD with Preston Herbert, in charge of purchases of tobacco products for the Army. Mr. Herbert declared that so far this year the department has taken about three and one-half per cent. of the total production of cigars and twelve per cent. of the total production of tobacco. The figures for cigarettes, he said, are not now available, but would probably be much higher.

The question of taking over factories was brought up, as a result of rumors which have reached Washington that the War Department was about to commandeer the entire output of a number of plants. Mr. Herbert asserted that there was no basis for these rumors pointing out that the amount of tobacco taken by the department was such a small percentage of the total output of the country as to make such action unnecessary.

"We have not taken any over," he said, "nor do we expect to take any. It is not necessary to take over any plants for that small part of the total amount to be manufactured. It would be senseless to take over any factories under those circumstances, when we are getting such good results under the present method of handling the matter."

Mr. Herbert spoke very highly of the co-operation which he has received from the tobacco industry. The tobacco men, from grower to retailer, have at all times shown themselves willing and anxious to help the Government and, in view of the very unusual circumstances which have existed in the trade, this spirit of help has been highly appreciated.

While Mr. Herbert at the time of the interview was unable to give the percentage of cigarettes used for the Army, it was afterward learned that the War Department is now taking about fifteen per cent. of the output.

The percentages for cigars, cigarettes and tobacco will, of course, increase steadily from now on, as the size of the Army is increased, and it is expected that the figures within the next year will be more than doubled.

The Navy and Marine Corps, it appears, are taking but a small amount of cigars, although the actual percentages used for the men in those services could not be learned.

C. L. L.

The Final Sumatra Allotment

In September, the Sumatra Purchasing Corporation distributed a 12,000 bale importation of 1917 Sumatra tobacco, allocating the shipment by pro rata allotment, to manufacturers, according to their immediate needs, and 3000 bales were assigned to the smaller factories of the United States and Canada, care being taken that they should receive the same grade and quality as the larger purchasers, and at a price that made the entire trade pleased and contented.

The next distribution will take place on October 15, and will consist of 12,000 bales of Sumatra. Beginning October 25, 5000 bales of Java will be distributed. What is not distributed in the United States and Canada will be disposed of for export.

The firms composing the Sumatra Purchasing Corporation are: H. Duys & Company, Incorporated; E. Rosenwald & Brother; Cullman Brothers, and Kruse, Quanjer & Company.

Leaf Market News

Manila, P. I.

TOBACCO experts, who have returned from Cagayan Valley and the tobacco-growing regions of Northern Luzon, declare that the tobacco crop this year will yield the growers in excess of 20,000,000 pesos ($10,000,000). This will find a ready market in the United States, partly as stripped leaf and partly in cigars.

Customs reports for the twelve months ending June 30, show that cigar exports were worth 11,500,000 pesos ($5,750,000), and leaf tobacco exports a little less than 10,000,000 pesos ($5,000,000). For the first six months of this year cigar exports were valued at 5,615,000 pesos ($2,802,500), constituting a gain for the corresponding period over last year of $900,000. There was a marked gain in the value of leaf tobacco exports for the first half of 1918, the amount being 7,554,000 pesos ($3,777,000), as compared with 2,178,000 pesos ($1,089,000) for the same months of 1917.

⁂ ⁂

ADVICES from Lancaster County state that the entire crop has practically been shedded, the exceptions being some crops which have been allowed to stand until the last moment to get the advantage of the fine growing weather. This calculation may be defeated by frosts, but as the fields left uncut are backward the growers are willing to take their chances.

At a recent meeting of the Lancaster County Tobacco Growers' Association, one of the members based his conclusions on the following propositions: If the present general business conditions prevail at selling time, and if the state of demand for leaf tobacco in all other active markets, where the prices for the 1918 leaf have opened up at from five to ten cents higher than 1917 crop prices opened up is to determine the prices for the 1918 crop, and then gave his conclusions, which were that the Lancaster County tobacco growers are not far wrong when they almost universally declare they will not sell their 1918 crops below thirty-five or forty cents a pound for wrappers, and that no 1918 crop should be sold below the following prices: Scrap, not below ten cents or more; fillers, not below eighteen cents or more; wrappers, not below thirty cents or more.

The consensus of opinion was that the 1918 crop of tobacco will be one of the best ever raised in Lancaster County, and that the growers will not consider selling until stripping and delivery time. That the growers will be cheerfully allowed to maintain this position is amply indicated by the wide difference in the prices the growers are asking and what the packers say will be their figures.

Growers talk thirty, thirty-five and forty cents a pound and some as high as forty-five cents, while the packers say twenty cents is their limit. It looks as though both parties have a long way to go to get together.

The packers advance some very good reasons for their position. One is that with last year's packing still unsold and the market quiet, the banks are shy of making further loans on tobacco. The big cigar manufacturing firms of the country could, of course, secure the capital needed for lifting the crop if desired, but that they have not bought a single acre of it is taken to mean by local packers that they have enough old leaf in reserve, or else that the prices asked for the new crop are more than they will pay.

⁂ ⁂

WHEN we were boys we used to catch a grasshopper in New Jersey, squeeze him a bit and say, "Spit tobacco and I'll let you go." He didn't spit tobacco in that State, but he could in Wisconsin. According to the "Wisconsin Tobacco Reporter," "The pesky grasshopper has done more damage to the present tobacco crop than all the hail storms so far this season and they are even more numerous and ravenous as the harvest is nearing a close. Something like $14,000 has been paid Wisconsin growers this year for hail losses, but this is only a small fraction of the injury done the crop by the hoppers. Many fields have been so badly eaten as to preclude its usefulness for binders and classing it only as stemming tobacco. A warm August hatched out a countless brood of hoppers that swarmed over the fields that were bordered by grain or grass, and the longer the tobacco remained unharvested the greater the damage done the crop, until it can safely be said that no season in late years has this pest been more troublesome. While the grower can obtain indemnity from hail, there is nothing to protect him against the ravenousness of the grasshoppers. About the best thing he can do is to arrange to have his tobacco fields as far away from hay or grain as possible, or surround the tobacco by a few rows of corn, as many growers have learned to do."

The Wisconsin crop has been safely housed and if frost should come it would only affect less than ten per cent. of the total. Buying has slumped, the large operators having withdrawn their men from the field, and only scattering transactions are visible.

⁂ ⁂

A correspondent of the "Glasgow Herald" says that in 1917 the United States raised nearly one billion two hundred millions of pounds of tobacco, of which about four hundred millions went to the Allies. He adds that the Americans smoke nearly twice as much tobacco per capita as the British or the French, and twice as much as the Italians.

Philadelphia Leaf Market

WE all have some basis for judging conditions. Nowadays tobacco people, manufacturers in particular, base their predictions for lower priced leaf upon the fact that cuttings are today being offered at thirty cents per pound, when only recently they were bringing thirty-five cents and higher.

There isn't a question in the writer's mind but that filler tobacco is and has been coming down in price, and will continue to fall as time passes. The large quantities of old goods on hand and appearing for sale, together with the increased acreage in 1918, Pennsylvania, Wisconsin, Ohio and Connecticut, more than bears out this fact.

These conditions, and the lack of buyers for the new crops, has growers very much up in the air. Of binders there continues to be a shortage, and will continue so for at least another season. The wrapper end of it has about been taken care of, and the situation on same will improve right along, owing to the influx of Sumatra and Java tobacco; the quantities of old Florida wrappers on hand, and the crop of new goods which will be offered for sale inside of the next sixty days.

Labor conditions continue to give manufacturers sleepless nights. Most of them are working with about one-third the necessary hands, and quite a few are trying to get in touch with a factory here and there who have the hands, but who are without the necessary stock which they have been unable to purchase in quantity owing to the high prices prevailing. Of orders everyone has enough, but the combination of labor and required tobacco is lacking, in most cases. From present indications it looks as though this state of affairs will continue until the end of the war.

A general idea as to prices can be obtained from the following lots of tobacco lately offered in this market:

51 cases 1917 Gebhart Tops, in grades from 14 to 24 inches, at 38 cts. A/W. f. o. b. cars Ohio.

92 cases 1917 Pennsylvania Tops, in grades from 22 to 30 inches, at 50 cts. A/W. net cash, f. o. b. cars Ohio.

500 cases 1917 Spanish, hand sized, natural sweat, in grades from 14 to 24 inches, at 42 cts. A/W. regular terms, f. o. b. cars Ohio.

60 cases 1917 Connecticut Fillers, loose in the cases, at 25 cts. A/W. f. o. b. cars Pennsylvania.

115 bales Primed Connecticut tobacco, medium and medium to dark, in grades from 18 to 26 inches, at 75 cts. net cash, f. o. b. cars Conn.

120 bales Porto Rico Scrap, at 30 cts. A/W. net cash, f. o. b. cars New York.

107 cases 1916 Gebhart Wrapper B's, in grades from 16 to 24 inches, at 41 cts. A/W. regular terms.

100 cases 1916 Little Dutch Wrapper B's, in grades from 16 to 28 inches, at 43 cts. A/W. regular terms.

About 30 Bbls. imported St. Clara shorts, at 40 cts. less 2% in bond.

About 30 bales Connecticut Medium Primes, in grades from 18 to 26 inches, at 80 cts. cash less 2%.

70 cases 1917 Pennsylvania Fillers, at 27 cts. A/W. f. o. b. Ohio.

30 cases 1917 Penn. H/S. 16 inches and up, at 42 cts. A/W.

198 cases 1917 Pennsylvania Tops, in grades from 20 to 28 inches, at 45 cts. A/W. for the lot, or 50 cts. A/W. for the picks.

Several hundred bales of old Florida light Wrappers, at $3.40 and $3.60 per pound.

35 cases 1916 Conn. H/S. Fillers, at 27 cts. M/W.

Several lots of 1917 Conn. H/S. Brokes (about 200 cases all told) running in prices from 32 cts. to 37 cts. M/W.

16 cases, all 16 inch grades, Conn. H/S. 1917 Darks at 40 cts. M/W.

57 cases 1917 Conn. H/S Tops, at 40 cts. M/W.

71 cases 1917 Conn. H/S. Fillers, at 32 cts. M/W.

35 cases 1916 #2-Zimmer Spanish Fillers, at 32 cts. M/W.

40 cases Little Dutch Fillers, at 42 cts. A/W.

60 cases 1916 Lancaster County Filler B's, at 34 cts. A/W.

110 cases 1917 Pennsylvania Filler B's, at 35 cts. A/W.

L. Baco.

Increasing Trade In Japanese Tobacco

A recent issue of the "Japan Advertiser," says that the tobacco trade of Japan in China and some other Asiatic countries is believed to have a fair prospect in spite of a formidable competition. The rate of increase since the war began is apparently a support of this belief.

The export of Japanese tobacco is principally made through a company organized for that purpose, and the principal market is in China and the South Pacific. Leaf tobacco has been so far favored by foreign buyers, but the shipment of cigarettes is increasing rapidly, and sometimes Chosen has to be drawn on to make good the shortage in domestic goods.

As to the prospect it is said by a tobacco man that in China the British-American Tobacco Company holds a controlling position with its offer of better tobacco, and Japan seems to have no chance to improve its position, but the prolongation of the war is seen to be in favor of Japan. With the further reduction in space for tobacco, foreign goods will come on the market less actively and Japanese goods may wedge in. Japanese hope that in a year or two Japanese tobacco will hold China's market equally with foreign goods; that it may even outrival foreign goods.

Cigar Store Salesmanship

By Frank Farrington

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CHAPTER X

What Your Customers Want

YOUR customers usually know what they want, and they ought to get it. The smoker who knows what sort of a smoke he is looking for, is not going to be completely satisfied with anything less. When the salesman thinks he knows more about what the customer wants than the customer knows, the probabilities are that it is not the customer who is mistaken.

Haven't you gone into a store where you were waited on by a clerk who thought he knew more about what you wanted and ought to have than you knew? How did it make you feel? And if he was really insistent about it and tried to sell you something you didn't want in the place of what you did want, didn't you go away with a feeling that you would try another place next time—even if you did buy what he wanted you to buy before you went?

It is more that way with smokes than with almost anything else. No class of buyers are any more fussy about their purchases than smokers. They want what they want, and they resent any effort to change their purchase.

Of course you cannot sell a man what he wants until you find out what it is, and before you can sell a man what he wants you must know your goods and knows what you have. The inexperienced clerk, who does not know the stock, will not be able to get the buyer what he wants when the latter tells him.

The customer wants the smoke that will satisfy him, and usually he is familiar with a brand that will do that, so he wants to buy that brand. Desire to buy cheaply is always present, but it is secondary to the desire to get the right kind. When a man is very fond of a certain smoke, he will make considerable sacrifice to get that kind. He will smoke less perhaps in order to smoke what he likes. He will walk blocks to get the satisfying brand, and when he does take something in its place, he soon lays that aside to get the right thing.

Most of us smokers can be urged into buying a new brand or a different brand against our better judgment if the salesman is sufficiently urgent and tactful, but we object to being bullyragged into purchasing what our judgment tells us cannot be any more satisfactory than what we came to buy. As long as we are perfectly satisfied, we prefer to be allowed to follow our own tastes. We want to be allowed to use our own judgment, and we like to have respect shown that judgment.

But there are other things the customer wants than the actual tobacco he pays for. He wants some of the more abstract things that go with your salesmanship. He wants courteous and respectful treatment. We like polite salesmen almost as much as we like good goods, and many a cigar store has failed just because behind the best possible goods there was the worst possible salesmanship—an unsuccessful covering of imitation courtesy over solid, crude selling selfishness.

This courtesy and politeness and thoughtfulness that we realize the trade wants, is an important part of what is comprehended nowadays under the name of service. People who buy from you, whether they buy merely a box of matches or a box of your best imported panetelas, want service.

The stores that are getting the business away from their competitors are getting it more because of their service than because of their goods. Good service may make in some degree for poor goods, but poor service will not hold trade just because it is accompanied by good goods. Few men will continue to patronize a store that sells cigars they like, but that sells them in a way they do not like.

Don't hesitate to tell customers about the services your store renders. When you leave it to them to find out, a good many of them don't find out, and that means that some of your patrons are going to be treated better than others. You cannot afford to discriminate between customers even in a slight degree, because it proves fatal when you are found out by the man who got the small end of the service deal.

A store with a policy of giving little services only when asked or insisted upon, does not treat every customer alike. If it is only the matter of handing out a box of matches and one is handed to one customer, while the next man has to ask for them, an ill-feeling is created. I have seen a cigar business increased materially just by that little match courtesy, in competition with the store that sells matches through a slot machine, or gives them away only on demand.

The customer wants to feel confidence in the salesman. He wants to feel that he is doing business with a man he can trust not to take advantage of him. This means something more in the way of faith than a mere belief that the salesman will not short-change his customer, or substitute cheaper cigars when not watched. It means that there must be an honesty that will go out of its way to be honest. You cannot blame the customer for looking out for his interests and looking out sharply for them, especially if you are a stranger to him.

One of the most important things the customer wants is a reputation behind the goods he buys. You perhaps do not produce the reputation the goods have. They come into your hands with their reputation already made by advertising or familiarity in use, but you can spread the reputation and see that it loses nothing through your handling. You can see that every cent's worth of the reputation becomes known to each customer.

Whatever we buy in a store, we feel some pride in its reputation, if it is known to be of good quality or made by a widely known and reliable house. We like to tell people that a cigar, for instance, is a "Cinco," the kind you see advertised everywhere as the best quality cigar made. When a customer does not know the reputation of the "Cinco," it is up to the salesman to see that in buying that cigar he learns what he is getting, so he will go out and boast that he smokes "Cincos."

Manila News and Comment

Manila, P. I.

THE tobacco trade of the United States will doubtless be interested in the announcement that Colonel J. J. Rafferty, former head of the Internal Revenue Bureau of the Philippines and now chief of the Bureau of Commerce and industry of the Philippine Islands, will soon arrive in the United States.

Colonel Rafferty, more than any other one man, brought about the standardization of cigars and tobacco for export, which has resulted in a higher quality standard. Colonel Rafferty's present position gives him an opportunity to accomplish for the different products of the Islands what he has already done for the tobacco trade.

The present trip of Colonel Rafferty is concerned with establishing in New York a commercial agency for Philippine products. It is expected that Colonel Rafferty will remain in New York for several months and take charge of the bureau after its organization.

The purposes of the bureau will be to furnish advice as regards business conditions in the Philippines, encourage the investment of American capital and cultivate a better understanding among American business men regarding the commerce of the Islands.

It is probable that a commercial exhibit of the Philippine products, raw materials and manufactured goods, as well as full data with regards to resources and present developments, will be established in connection with the bureau.

The location of the bureau is planned for the same building as now houses the Philippine National Bank. Later it is proposed to establish a similar agency in San Francisco.

The Isabela Strike

An interesting settlement by arbitration has just been made of certain differences between 1400 workers employed by the Flor de Isabela Company, and the management of the factory. These differences brought about a strike a month ago which was temporarily called off when it was agreed to submit the questions involved to Manuel L. Quezon, president of the Philippine Senate, as arbiter. It is believed that the workers will accept Mr. Quezon's decision, as the company has done so already.

Among other things he held that only such complaints against the company's management as were involved in wage scales, hours of labor and factory conditions, should be submitted to an arbitration board. He also ruled that the workers were in no way justified in striking because of dissatisfaction with their bosses, although he suggested that the offending employee in this case might well be transferred to some other plant of the company.

A third point of interest which is a blow to labor unionism, is Mr. Quezon's decision that it was impossible for the management of a cigar factory to recognize any authority outside of the manager of the cigar factory, which amounts to denying recognition of union delegates. He made the concession, however, to the workers that they should be allowed to collect union fees and distribute literature within the factory.

Sale of the "Helios" Factory

The question of the ownership of the "Helios" cigar factory, one of the German concerns which was seized by the Philippine representative of the alien property custodian, remains in doubt, following an order recently received by Governor Harrison from Washington, ordering the cancellation of the sale, made by auction several months ago, in which Walter E. Olson, a prominent local retailer and exporter, was declared to be the successful bidder.

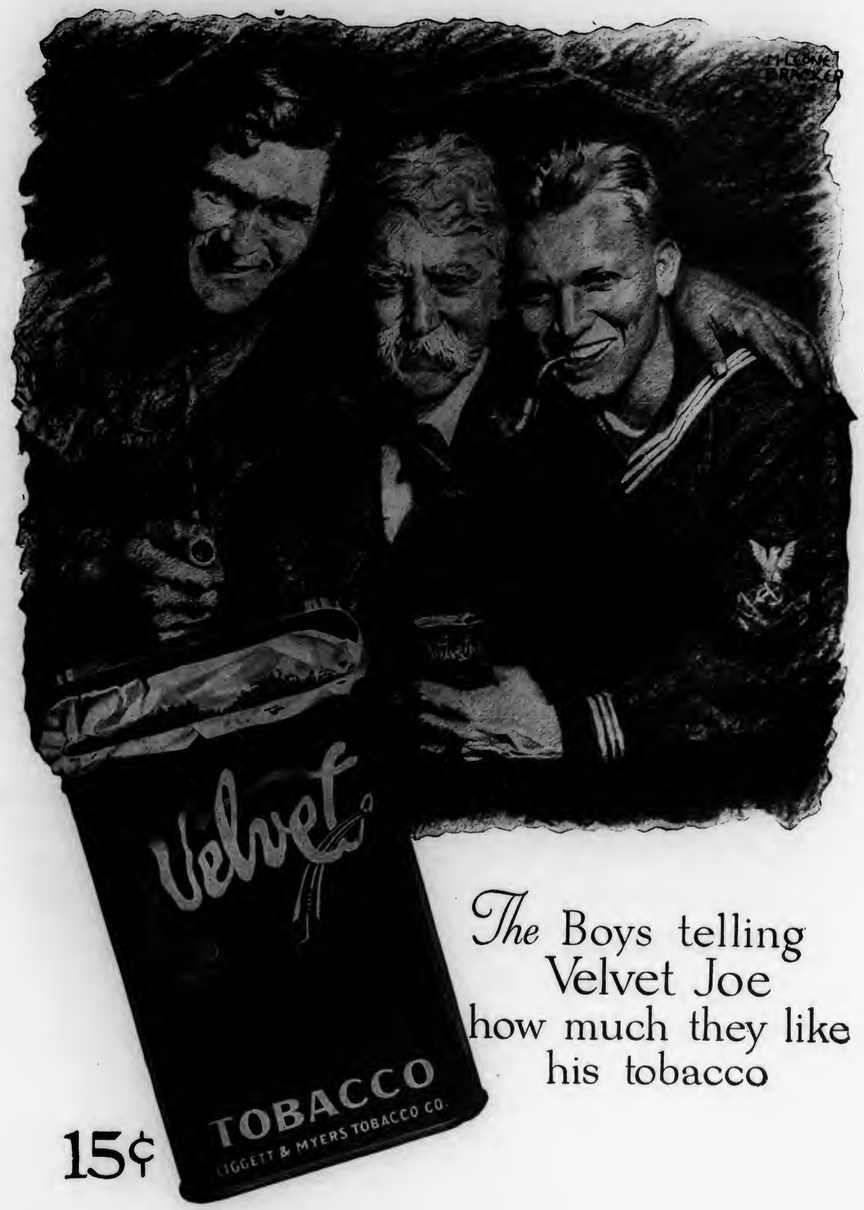
Local officials are still in doubt as to the reason for cancelling the sale, as it does not come within the scope of the order cancelling those sales in which the former receivers named to liquidate the affairs of the companies were the successful bidders. There were three sales of this character, which the authorities at Washington refused to recognize. Mr. Olson, however was not a receiver. At the time of the sale he protested against the only other rival bidder, a syndicate of Filipino capitalists, claiming that certain members of the syndicate were Chinese, who, as well as other aliens, were debarred from bidding under the rulings of the alien property custodian. It is possible that the sale was ordered cancelled for this reason and to allow a readjustment of the purchase price, said to have been raised to a high figure as a result of the competitive bidding.

Mr. Olson had already gone ahead with his plans for enlarging the output of the factory and had lately been negotiating with the representative of a New York firm, which planned to act as his distributing agent. No definite decision can be reached until the final decision of the alien property custodian as to the matter of ownership is reached.

G. L. M.

The extent of the use of tobacco among the men of the American Expeditionary Force in France is shown in an article in "The Stars and Stripes," the official organ of the army in France. The article declares that all but five per cent. of the men are smokers, which statement is made on the authority of the Quartermaster. The tobacco will be issued, it is announced, in 10-day lots, four-tenths of an ounce a day. The 10-day issue is, therefore, a four-ounce package. This is quite a lot, the paper remarks, "especially if you have been out of it for a while."

Various sections of the country report a larger share of female labor in the harvest of the present tobacco crop than ever before. In the West and Middle West, among the immigrants especially, women have been no novelty in the fields for years. As the families prospered they generally retired from the field to the parlor in late years to the automobile. Loyalty and big wages have attracted considerable numbers, and in gathering a crop like tobacco they are generally very efficient.



15¢

The Boys telling
Velvet Joe
how much they like
his tobacco

Tercentenary of Sir Walter Raleigh's Death

THIS 29th of October marks the three hundredth anniversary of the death of Sir Walter Raleigh, the man who popularized smoking in England. Pipe smokers should, on that day, load up with a bowlful of their best and smoke a silent pipe to his memory, for through the pipe the pleasures of tobacco were first introduced.

Tobacco was doubtless known in England at least a score of years before Raleigh smoked his first pipe. On this point most authorities agree. But is was Raleigh who popularized it. Previously, and even afterward, tobacco was recommended for its medicinal properties, and its first uses were for this purpose.

Continental Europe knew of tobacco long before Raleigh, for it was taken to Spain as early as 1560 by a physician, who brought it from Mexico. Tobacco was being cultivated in England by 1570, but in all cases it was used for its medicinal properties, and had not yet caught the public as a product for daily consumption.

Doubtless it was Thomas Hanriot, who first put Raleigh in the way of smoking. Hanriot returned from Virginia in 1586, where he had been sent by Raleigh to report on the natural wealth of the country and its native products. In 1588 the report was published and emphasis was laid on the tobacco plant, but from a medicinal viewpoint only. In the report he tells how the Indians sucked a pipe, and it is highly probable that Hanriot took the time to show his employer, Raleigh, just how the Indians did it.

In any event Raleigh was the man who brought smoking into notice and tobacco into common use.

Let a woman of social standing appear in public in winter in a skirt to her knees and a low-necked waist, with no coat, and shortly afterwards the thoroughfares of our large cities will present such a sight as would bring business to a standstill. It is the great human desire to emulate a person of fashion. And so society creates a vast public following in everything that it does, except perhaps its virtues, and for the reason that these are usually more modestly concealed.

Sir Walter Raleigh was a typical figure of the Elizabethan period. In every line of activity of his day he was found engaged. Not only does he rank as a great soldier and sailor, but as a man of letters and as a courtier and a statesman. He was well born and with distinguished connections. Educated at Oxford, he had the fundamentals of a scholar. By the time he was thirty he had attracted the favor of the Queen and rose to the position of her favorite.

It is, therefore, not surprising that he should have been followed by the general public in most of the things that he did, and when he smoked, so did England.

Ralph Waldo Emerson calls him a man "of great figure and few deeds," but we are inclined to think that Emerson weighed him in a most delicate scale and sought too much from a man of such great versatility. Surely all pipe smokers, and all other smokers, will not agree with Emerson's unfavorable conclusion.

Samuel Johnson says that Raleigh's phrases of policy, war and navigation leave little to be desired for want of English words to express them.

Raleigh wrote considerable poetry, and one poem, "The Ocean's Love to Cynthia," goes along for 10,000 lines. No doubt his pipe helped him out a lot. All his writings in both poetry and prose show him to be a man of thought and imagination, and his deeds speak for him as a man of action.

While in prison, 1603-1616, he wrote his "History of the World." The preface to this is regarded as a fine example of Elizabethan prose.

Queen Elizabeth had had him thrown into prison, but he was ultimately released. When James I came to the throne he was again incarcerated on the charge of treason. During his twelve years in prison he wrote his "History of the World," which if reprinted today would equal in size about thirty-five volumes of our best sellers.

Raleigh was released in 1616 to lead a gold-hunting expedition to South America. On his return, in 1618, he was again imprisoned, and King James I finally decreed that he should go to the block, which history states that he did calmly, after smoking a pipe of tobacco. The pipe which he smoked is said to have been presented to him by Bishop Andrewes, and is described as being made of wood, rudely carved with dogs' heads and faces of Indians.

No doubt Raleigh's pipe smoking led to King James' fiery "Counterblastes to Tobacco," for by 1630 tobacco smoking was not only fashionable in England, but universal.

The date of Raleigh's birth is not known, but it is generally accepted that he was born in 1552. This being the case, we have only the exact date of his death to fall back upon, and it is hardly to be expected that his followers will want to celebrate the day his head was cut off.

Raleigh, the capital of North Carolina, was named in his honor, and incidentally it has always been a tobacco market of considerable importance.

Today the cigarette flourishes high in popularity, but the pipe still has its devotees, and in North and South Carolina today pipe tobacco is being produced that is smoked in practically every part of the world.

Excepting food, few things have been adopted by mankind that gives so great a measure of pleasure as smoking. All this we owe to Sir Walter Raleigh.

The pipe that Raleigh lighted could not be put out even by King James I, with all his power, and while reformers may still issue their "Counterblastes," it is doubtful that after having consumed tobacco for three hundred years, the world will willingly cease smoking.

The discontinuance of pipe smoking would be an awful blow to the match industry, but in this connection the matches imported from Japan and Sweden could be curtailed about ninety per cent. if the manufacturers would put about five *good* matches in a box instead of fifty poor ones. Raleigh was at least spared having to use such matches.

CANS THAT HOLD 25 CIGARS
ARE DEMANDED BY YOUR TRADE

The logical substitute that saves the manufacturer money and the jobber freight charges, is **"Damptite"**

SEE 'EM!
Round or Square

Tin rim, tin bottom, tin top, make DAMPTITE strong as the all-tin can. The parchment lining assures all the humidor qualities.

Tests Have Proven DAMPTITE containers to be satisfactory in every way.

Our Agents will show samples and prices promptly on request.

GET YOUR SAMPLES AND PRICES TODAY TO INSURE YOUR TRADE
A STEADY SUPPLY OF 1/40th PACKINGS

WIEDMANN-ST. LOUIS CIGAR BOX CO.
1117-23 NORTH BROADWAY ∴ ∴ ∴ ST. LOUIS, MO.

GARRETT H. SMITH, Inc.
106 E. 19th Street
NEW YORK CITY
Agent for the States of New York, New Jersey, Pennsylvania, Delaware, Maryland and Florida

AMERICAN BOX SUPPLY CO.
383 Monroe Street
DETROIT, MICH.
Agents for the States of Michigan, Indiana and Ohio

TRADE NOTES AND NOTICES

THE 1918-1919 advertising campaign for Bicycle and Congress playing cards has just been announced by the U. S. Playing Card Company, of Norwood, Ohio. Besides manufacturing the best and most complete line of playing cards obtainable, this company is offering to dealers and jobbers the added advantage of what promises to be the most effective advertising campaign ever launched for a commodity of this kind.

The campaign will be opened by the first of a series of six dealer advertisements, intended to convince retailers that they should handle playing cards, and especially that they should handle Bicycle and Congress playing cards. The advertisements are scheduled to appear every month, starting with the October and concluding with the March issues.

The consumer advertising will begin about the middle of October and will continue until the middle of March. The list of magazines to be used includes such national publications as the "Saturday Evening Post," "Literary Digest," "Hearst's," "Everybody's," "Red Book," "American," and "Cosmopolitan." They are read by nearly thirty million people, or almost one-third the population of the United States, and practically all of their readers play cards.

Attractive, forceful illustrations, and catchy, compelling headlines are guaranteed to attract the attention of practically every reader. The copy, while so written as to push Bicycle and Congress brands, and the Official Book of Rules, is also intended to increase the number of card players. The advertisements prove conclusively the unusual amount of recreation which can be had from a pack of cards, and it is certain that they will influence many people to play cards who have never played before.

By using the window display material furnished free by the manufacturers, by displaying the cards in a prominent place in the stores, and by mentioning the cards in their regular advertisements, dealers can let the people of their territory know they are handling Bicycle and Congress playing cards. They can tie up their stores with this national advertising. They can make this campaign advertise them.

"Adoption of the vocational training system for returned disabled Canadian soldiers by the cigar industry is a scheme which is being fostered by some of the leading manufacturers. These manufacturers believe that a technical school for training cigarmakers could easily be established in some central part of the Dominion. The maintenance of the school would, they say, be of comparatively little cost, and a pro ratio or pro business assessment on all Canadian cigar factories would provide the necessary funds for the teachers' salaries and other expenses."—"Canadian Cigar and Tobacco Journal."

The Deisel-Wemmer Company announces that the retail price of "San Felice" cigars should now be seven cents.

M. R. Hoffman, located at Marietta, Pa., will incorporate as the Hoffman Leaf Tobacco Company, with a capital of $1,000,000.

Thompson Brothers Cigar Company, of Little Rock, Ark., has increased its capital stock from $50,000 to $250,000. The company does a large business in Arkansas, Louisiana and Oklahoma, and has recently opened a branch house in Memphis. The business has grown from $150,000 in 1914, to over a million dollars a year.

The new president of the Griffin Tobaccco Company is Marcus L. Floyd, recently elected to head this pioneer concern of the shade-grown industry. Headquarters of the company for New England are located at 81 Commerce Street, Hartford, Conn. The New York offices are at 130 Water Street. Mr. Floyd has been identified with the development of shade-grown tobacco since the beginning of the industry.

A company composed of Armenians has made a successful experiment in the raising of tobacco from Turkish seed at Maysville, about thirty miles from San Francisco. The second crop is now being dried. D. H. Arakelian, the head of the company that is trying out this industry, said they had tried raising the tobacco in Fresno County and found the extreme heat came on too early; that it did not allow the tobacco crop to mature properly, but they have found the climate in Santa Clara County ideal for this tobacco.

Gaston, Williams & Wigmore, Incorporated, of New York City, international exporters, importers and shippers, reach high-water mark in the September number of their house organ, the "G. W. W. Bulletin," which, however, is always artistic in illustration and interesting and valuable in reading matter. J. S. Oliver, who for many years was connected with the R. J. Reynolds Tobacco Company, of Winston-Salem, N. C., and editor of the house organ, "The Open Door," is now editor of the "Bulletin."

Mr. Oliver's journalistic work is informative and constructive and serious, and circles the globe. The activities of the firm necessitating offices in London, Paris, Petrograd, Rome, Moscow, Madrid, Lisbon, Cape Town, Vladivostock, China, Japan, Chile, Archangel and Milan.

With such connections the firm has its hand always on the pulse of the tobacco trade of the world and the magazine will duly inform its readers upon conditions of general interest to that trade.

...ject to every criticism of the kaiser and his "war lords."

Drew Caissons When Horses Died.

There are many tales of heroism in the fighting in France. One concerns a number of boys, belonging to an artillery group, which as a result of constant fire found itself short of ammunition. The lads had volunteered to make a three-mile trip down the road, every inch of which was shell-swept, in order to bring back a fresh supply.

Before the return was completed the horses attached to their caisson wagon were all killed. That circumstance, however, failed to deter the Americans from laboriously dragging the wagon themselves.

American citizens in this community ... instruction in ...

(From the New York Times, July 17, 1918)

We Must Lend the Way They Fight— We Must Buy Bonds to Our Very Utmost!

They Got There In Time

They are in the fight with every muscle, every faculty of their minds, every drop of their American blood

You have read in the daily news the story of what one detachment of American artillerymen did on the Marne when their ammunition was running low.

Every shell in that caisson meant a speedier winning of the war —all the horses were killed—*but the shells got there just the same. And they got there in time.*

Where shall *we* draw the limit when we read what *they* are doing over there? *Now* is the time to put our full strength into it. Our strength, coupled with the power of our Allies, will win. Let us not delay even a few months. Let us get there *in time to hasten the victory—to save the lives of our sons.*

How can any one of us, back here at home, set *any* limit to the help we ought to give—for *victory?* And we must get it there *in time!*

This Space Contributed to Winning of the War by
Compania Litografica de la Habana and Garrett H. Smith, U. S. Representative.

"I'd like to be there!"

You have said it—as you have looked at some vivid picture or read some stirring account of our boys fighting with American courage and self-sacrifice. If you cannot go out to them, you can fight for them, over here. Smash open the way for them with howitzers and big guns. Send them ammunition, tanks, airplanes, rifles, clothing, food. Help to keep them victorious.

You can lend as fearlessly, as unselfishly, as they fight. That is *your* job as a part of our war machine.

OF COURSE you would "like to be there." They don't need you yet or you WOULD be there. But they need guns and shells, every hour they remain on the road to Berlin.

Absolutely the next best thing to going over is to

BUY LIBERTY BONDS—
BUY TO YOUR LIMIT

This Space Contributed to Winning the War by
KAUFMANN BROS. & BONDY.

Notes and Comment

The latest thing in cigars in Holland is said to be a cigar to sell for five Dutch cents; made of Java tobacco and provided with a wooden mouthpiece so that it may be smoked to the bitter end.

Last year the three billion revenue bill was not approved by the President until twenty weeks after it was introduced into the House. It was held up fifteen weeks in the Senate. If the present revenue bill goes through a similar process it will probably be still under consideration at the short session of Congress in December.

In "The Burning Question," the house organ of the General Cigar Company, the editor says: "The present shortage of goods is a temporary matter. The present ease of making sales is a temporary matter. But our advertising policy is based on permanent factors. Temporary factors will not tempt us to alter it." Every tobacco man should read the whole editorial. It is what the Indians call "good medicine."

Holland has been the main source from which Germany has been getting cigars, but the "Frankfort Gazette" says that the supply of cigar-making tobacco in Germany will be exhausted by November, and the heavy shrinkage of imports from the Dutch colonies, partly due to the sinking of neutral vessels by Germany, will leave Holland with few cigars to export.

The total stock of leaf tobacco for cigar wrappers and fillers held in stock in the bonded warehouses of the United States at the close of June, 1918, was 66,938,052 pounds, and an increase compared to records of one year previous. The 66,938,052 pounds of leaf tobacco in stock is 8,239,458, increase of stock reported one month previous.

The total sales of tobacco in Kentucky during August, 1918, was 355,619,104 pounds, which includes sales of new 1917 crop, compared with the total quantity of tobacco disposed of in the State in the corresponding month of last year, the volume of business transacted in August, 1918, was greater by 1,418,915 pounds.

A Havana correspondent says that some of the finer grades of Havana cigars are now being placed on the market without the band and others have the band near the lower end of the cigar. The latter custom seems worthy of general adoption. The object of the band, of course, is to identify the cigar, but unfortunately it does not always do it.

"The Canadian Cigar and Tobacco Journal," in the September issue, has an article on the adding of profitable side lines in retail tobacco stores. With the drug and candy and stationery stores making a profitable side line of tobacco, such a movement is not only logical, but is being adopted in many cases. Some of the tobacconists are adding box chocolates of high grade, playing cards and even soaps and perfumery.

THIS IS A PLAYING CARD YEAR

Are you stocked to supply the fall demand for new packs of

BICYCLE PLAYING CARDS
AND
CONGRESS PLAYING CARDS
?

The increased cost of living and the increased price of admission to the "movies" and the theater will make card playing more popular this fall and winter than ever before. The prestige of Bicycle and Congress cards and the attractive advertising campaign now starting in the national magazines shown to the left means that the natural demand for playing cards will center upon these two brands. Most of your customers will insist upon these brands. All will accept them without question.

If you handle playing cards, look over your stock now and let your jobber know what you need in Bicycle and Congress. Be sure to order the new War Backs. They will be immensely popular. And also carry a few copies of the new edition of "The Official Rules of Card Games."

If you are not handling playing cards this is a good time to find out how much trade you can attract to your store by stocking and displaying our nationally known brands. Have your jobber send you a minimum stock of the best selling backs and you will be surprised how quickly they will move. You will also have calls for the new edition of "The Official Rules of Card Games." Your jobber can supply you.

Write today for price-list and sample backs. Window display material free. Ask for it.

THE U. S. PLAYING CARD COMPANY,
Department 6, Cincinnati, U. S. A., or Windsor, Canada.

Advertising of Bicycle Playing Cards and Congress Playing Cards will appear in these National Magazines throughout the fall, winter and spring. They reach almost six million of the best families in the country, or thirty million readers, and practically all of them play cards.

Insure Your Business Against Prussian Piracy

Buy a "Liberty" Policy

You have fire insurance—life and accident insurance—indemnity insurance—to safeguard your business.

But there are other policies you must have for your own protection—policies of insurance against the Kaiser, whose power is the greatest peril and the greatest force of destruction in the world today.

Liberty Bonds are the Best Policy

Every Liberty Bond you buy is a policy of insurance against the destruction of your freedom, your happiness, your home, and your livelihood. You cannot have too much of that kind of insurance. France and Belgium and Serbia and Poland show what Prussian militarism would do to the United States if we should fail to crush it.

Lend to Your Utmost for Victory

Money is the vital factor in the winning of this war. You must lend more than before. The fourth Loan is larger; the obligation on each of us is greater.

Lend to Your Utmost!
Buy Liberty Bonds!

This Space Contributed to Winning the War by
THE WIEDMANN-ST. LOUIS CIGAR BOX CO.

George Allen McGiffin

GEORGE ALLEN McGIFFIN, former editor of the "Canadian Cigar and Tobacco Journal," has been reported killed in action in France.

At the outbreak of hostilities, he entered an officers' training school at Ottawa, was speedily qualified for a commission and went overseas early in 1916, with the 37th Canadian Battalion, as a second lieutenant.

At the battle of Courcelette he received a bullet wound in his chest, and after a protracted stay in an English hospital, returned to Canada on three months' leave. He returned to England early in 1918, and was assigned to the headquarters staff, but by persistent application obtained an appointment to return to France.

In the recent offensive he led his men "over the top" for the last time.

The "Canadian Cigar and Tobacco Journal," in the September issue, says:

"Nothing could give a clearer view of the character of the young hero than a quotation from a letter to one of his friends. In this he spoke of the hardships which had contributed to sending him back to the hospital, and added that he sometimes thought how foolish he had been to sacrifice his staff job and get back to the front. 'But,' he added, 'when I see the magnificent spirit of the men, how they carry on without complaint in the face of hardships unrelieved by any of the compensations which sometimes fall to the lot of an officer, I almost feel ashamed, and am more than ever determined to carry on until the end.'

"Allan McGiffin, as a newspaper man was probably more generally esteemed than any of his confreres. The year prior to the war he was honored by being chosen president of the Toronto Press Club, and in his death he has brought to his profession the greatest possible honor that any member could confer on any institution."

HOW NATIVES OF INDIA USE TOBACCO

In India the natives either use tobacco in the crude form, or it is worked into a paste with several ingredients, and in that form smoked, especially in water pipes or "hookahs." Smoking is very general; men, women, and even children use tobacco. The more elaborate curing of higher grade leaf is performed in a limited area and to meet the demands of the European rather than the native population. Bengal, the chief producing province, takes practically no share in the higher grade manufacture. The crudely manufactured leaf (in trade referred to as "unmanufactured tobacco") is exported to Burma or to foreign countries and there is worked up into special grades of smoking tobacco, cigars, etc. Indian imports of tobacco exceed the exports, owing mainly to heavy purchases of cigarettes from the United Kingdom.

England is only manufacturing about six matches a day for each man, woman and child. The question is whether the man with the largest family gets the most matches?

SHADEGROWN
Connecticut, Florida
and
Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.
142 Water St., New York City

Attack!

Our men answer this command with a yell of satisfaction:

Fight as ***they*** do!

Go in with the same determination.

Your sacrifice — saving money — puts the fighting weapons into their hands.

The Boche fears a bond as he does a bayonet, for deep down in his heart he knows the money means material of war. He knows that these guns and shells and bayonets in the hands of American soldiers mean ***the End!***

Lend the Way Our Boys Are Fighting!

Sacrifice self as they do, and spring to the ***attack*** as readily. Feel the thrill of being on the ***offensive.*** Get on a war basis. Save with your whole strength.

Attack the Hun!

Buy Liberty Bonds to Your Utmost

This Space Contributed to Winning the War by
WM. DEMUTH & CO.

Cigar Store Salesmanship

(Continued from Page 9)

A customer wants to think well of what he buys. He wants to be assured by the salesman that all he himself believes about those smokes is true, that they are as remarkable as he thinks they are. We like to have our faith in our judgment confirmed. A lukewarm clerk behind a cracking good line of cigars will let customers buy them without being inspired with any enthusiasm for them, for the quality of the leaf or the workmanship. If a buyer is handed out fine cigars without any sign of interest or enthusiasm for them on the part of the salesman, they will not carry any other merit than that of their flavor; that is sure.

The things the buyer wants may really be a good many, but they can be reduced to a few general terms. He wants good smokes. He wants good service. He wants to be sure he will get what he wants.

You know enough about your goods to supply him with the good smokes. You know enough about service to be able to treat him the way he wants to be treated. You can make him sure of getting what he wants, by your own manner, your method of presenting your goods, your conversation.

If you impress the customer as being a man he can depend upon, you will impress him as being a man with whom he will want to do business. If you are honest with your trade, you will please them. If you cannot give a man what he wants, say so and let him go away without spending his money, but also without taking something that will not suit him. Try to make a sale, but don't try to make it by crowding a man into buying something against his better judgment. When you sell him something he distinctly and decidedly does not want, you make it hard to get him back again. When you are polite in your explanations, courteous in your offer to show him something else, but not tiresomely persistent, then he remembers you with pleasure.

THE MAN WHO WINS

The man who wins is an average man,
Not built on any particular plan,
Not blest with any particular luck—
Just steady and earnest and full of pluck.
When asked a question, he does not guess,
He knows and answers "No" or "Yes";
When set a task the rest can't do,
He buckles down till he puts it through.
Three things he's learned: that the man who tries
Finds favor in his employer's eyes;
That it pays to know more than one thing well;
And to hold the tongue when others tell.
So he works and waits till one fine day
There's a better job with better pay;
And the men who shirked whene'er they could
Are bossed by the man whose work made good
For the man who wins is the man who works,
Who neither labor nor trouble shirks,
Who uses his hand, his head, his eyes,
The man who wins is the man who tries.

—"Door-Ways."

Kill the Hun
Kill his Hope

Bayonet and Bond -both kill!

ONE KILLS the Hun, the other kills his hope. And to kill his hope of victory is as essential right now as to kill his fighting hordes. For while hope lasts, the Wolf of Prussia will force his subject soldiers to the fighting line.

We have floated other loans, built a great fleet of ships, sunk pirate submarines, sent our men across and shown the Kaiser's generals what American dash and grit and initiative can do. The Hun has felt the sting of our bullets and the thrust of our bayonets. He is beginning to understand America Aroused—to dread the weight of our arms and energy.

This is a crucial moment. Nothing can so smother the Hun morale, so blast his hopes, as a further message from a hundred million Freemen, a message that says in tones that cannot be misunderstood, "Our lives, our dollars, our ALL. These are in the fight for that Liberty which was made sacred by the sacrifices of our forefathers."

Buy U. S. Government Bonds Fourth Liberty Loan

Contributed through Division of Advertising — United States Govt. Committee on Public Information

This space contributed for the Winning of the War

The extreme popularity of the

BOLD

has made it universally the cigar

"Above All"

Our untiring effort to maintain both quality and workmanship, has given to the Bold cigar the position in the cigar world it justly deserves.

BOBROW BROS.

Makers of the Bold Cigar

PHILADELPHIA

The Maintenance of an Inflexible Quality Standard in

CRESSMAN'S COUNSELLOR CIGAR

is reflected in the unvarying increase in consumer demand.

Good judgment favors stocking—displaying—recommending it everywhere

Allen R. Cressman's Sons,

Makers

PHILADELPHIA

In Re-Cigar Box Conservation

THE Conservation Bulletin of the Tobacco Merchants' Association has brought forth additional suggestions from the H. H. Sheip Manufacturing Company, who rank among the largest cigar box manufacturers in the country.

Henry L. Sheip, vice-president, has addressed a letter to the Tobacco Merchants' Association, in which he sets forth his views as a cigar box manufacturer. His statements are entitled to serious consideration.

Attention is called to the fact that the difficulty in procuring lumber has induced cigar box manufacturers to stock up heavily. Apparently this lumber is cut to sizes for 1/40ths, 1/20ths and 1/10ths, with 1/20ths predominating.

Mr. Sheip thinks that there is no saving of labor, to speak of, in concentrating on 1/10th packages, and that on the other hand there will be a considerable waste of lumber.

Suggestions are made regarding labels which may be considered drastic. For instance, the elimination of the inside label would work great injury to many fine brands, because the label above all else is the identifying mark, performs a certain amount of advertising and is part of the prestige and good will of a brand. To simply stamp the brand on the wood in place of the inside label would open the doors for all kinds of substitution, to say nothing of a very great loss to the manufacturer through the elimination of the label itself. Lithographers, and manufacturers as well, can doubtless say much on this subject.

Mr. Sheip's letter follows:

Philadelphia, Sept. 14, 1918.

Mr. Charles Dushkind,
Secretary, Tobacco Merchants' Association,
No. 5 Beekman Street,
New York, N. Y.

Dear Sir:—

In recent issues of "The Tobacco Leaf" and "The Tobacco Word," I have read with great interest the report of the Conservation Committee of your association.

I note that you invite suggestions and criticisms of this report. Personally I do not feel that criticisms are proper in a matter of this sort as no doubt the gentlemen comprising this committee have considered this subject very carefully. I do feel, however, that there are certain suggestions which might be offered, at least, for further consideration. You will of course understand that I approach this subject from the standpoint of the Cigar Box Manufacturer and the producer of Cigar Box Lumber, and not at all from the standpoint of a cigar manufacturer, from which standpoint I of course would not be qualified to speak.

In the copy of the bulletin of the Conservation Committee which I have before me, I note that the subject is divided under three general headings, viz.: Wood Boxes, Labels, etc., and Tin Containers. In my suggestions I shall ignore the last heading.

At first hand it may be stated that there is no question but that considerable quantity of lumber can theoretically be saved by the substitution of 1/10 boxes for 1/20 and 1/40 boxes, but from a practical standpoint, it is questionable if this saving will be as great as would appear on the face of this matter, because the percentage of waste per thousand feet of lumber used will be considerably higher in the case of 1/10 boxes than in the case of the smaller packages. Furthermore, the signer being in rather close touch with the larger Cigar Box Manufacturers throughout the country, finds that as a general rule the stocks of cigar box lumber on hand at the box factories are greater today than they have been for a number of months, inasmuch as most box manufacturers have bought rather heavily in anticipation of higher prices, and a considerable curtailment of production, due to labor conditions, and furthermore with the idea of avoiding a repetition of the disastrous experiences through which they passed last fall and winter on account of transportation difficulties. As would naturally be expected, the stocks of cigar box lumber on hand at the box factories are largely in sizes (widths) suitable for 1/20 boxes, as

(Continued on Page 24)

Enormous Increase in Manufacturing Facilities

Steadily Catching Up with War and Civilian Demand

"BULL" DURHAM TOBACCO is steadily catching up with the enormous military demands of our fighting forces.

Greatly increased manufacturing facilities are enabling us to do this.

—With the little muslin sack of "Bull" in the pockets of every one of our fighting men, on land and sea—

—With good old "Bull" in the regular army "rations"—

—And with the future demands of the War Department abundantly cared for—

We hope shortly to be able to take care of at least the most insistent part of the home civilian call for "BULL" DURHAM TOBACCO.

Be patient—and every man who *"rolls his own"* will have his "makings" of "Bull," as well as the hundreds of thousands of new consumers who are sure to follow the example of our fighting men.

The American Tobacco Co.
INCORPORATED

The "Makings" of a Nation

KELLY'S BOUQUET

Key West Cigars

DISTINCTIVE AND MILD

Manufactured by Cuban experts on the Island of Key West (just 89 miles from Havana)

Selected Havana Filler with Genuine Shadegrown Wrappers combine to make a cigar of

EXCEPTIONAL CHARACTER AND MILDNESS

Attractive Line of Shapes at 10c—2 for 25c—15c and 20c

HAVANA-AMERICAN CO.

(Branch American Cigar Co.)

111 Fifth Avenue - - New York City

FACTORY BRANDS:

BOUQUET DE PARIS
FAVORITA ESPANOLA
LONDON JOCKEY CLUB
EL MARVELO
JUANA DIAZ

Neudorf's

BOUQUET DE PARIS

"The Havana Cigar of Exclusive Mildness"

The cigar that is PREFERRED by United States Senators, Eminent Bankers, and other professional men who are exceptionally discriminating. This proves the unusual merit of Neudorf's *Bouquet de Paris* Cigars.

Write at once for prices and territory

MINDEN & DAVIS

MANUFACTURERS

1809-1811 First Ave. - New York City

In Re-Cigar Box Conservation

(*Continued from Page 22*)

heretofore the 1/20 box has of course been produced in very much larger volume than the 1/40, or the 1/10 box. It is of course true that stock intended for tops and bottoms is used practically in the same widths, irrespective of whether the boxes are 1/10-1/20 or 1/40, but this is not true of the stock for use as fronts and backs, and for the small ends.

Therefore it would appear to the signer that some provisions should be made to permit the utilization as quickly as possible and with as little loss of such cigar box lumber, as may not be suitable for 1/10 boxes, and I respectfully submit that this is probably a larger problem than would appear at first glance. From the standpoint of labor, it is questionable if very much saving can be made by substituting the 1/10 box for the smaller boxes. Our experience has been that it takes a considerable greater length of time to produce the 1/10 box than 1/20 or 1/40 box. It is undoubtedly true that it does not require double the amount of labor, but on the other hand, the extra amount of labor involved is very considerable, particularly in regard to pasting.

In regard to the various paper or decorations used for cigar boxes, it would appear to the signer that your committee has not gone far enough. We suggest eliminating all flaps, all outside labels, and all covering of the outside of the lids and frames. In our own factory, we find one of the hardest problems today is this matter of covering the outside of the lids and frames. Our experience has shown that it takes from 25 per cent. to 33⅓ per cent. longer to paste a box on which the outside of the lid and frame is covered with cedar paper (or any kind of paper) than is the case with the ordinary box. Personally the signer feels that carried to the proper conclusion the papering of boxes should be eliminated, except possibly the edging (which helps to strengthen the box) and the lining, and I am not at all certain but that the lining could also be eliminated, although I realize that this phase is open to discussion. By reducing the papering to the minimum, you will be conserving not only the material used, that is paper and paste, but will be saving a very considerable amount of labor, and we find that female labor for pasting cigar boxes is one of our greatest problems, owing to comparatively small supply of such labor, even under normal conditions.

In regard to eliminating the inside label, we feel that this could be accomplished and that the place of the inside label could be taken by a reasonable amount of printing on the bare wood on the inside (and the outside, if necessary, as at present) of the lid. As we have indicated before, we have found that covering the outside of the lid and the frame of certain boxes, curtails our output probably one-third, and it is the signer's personal opinion, that at the present time, the average box manufacturer finds it impossible to keep pace with the demand for boxes, and in fact we understand that many cigar manufacturers are having difficulty in obtaining enough boxes for their requirements.

In conclusion permit me to state, that I do not feel that this subject has been exhausted by any means, but that I have merely outlined certain suggestions, which I hope may prove of some slight value or assistance in carrying out your committee's recommendations to a logical conclusion, but it appears to me that in a matter of this sort, none of us should be satisfied with half-way measures, but at least during the present conditions this matter of conservation should be carried to the limit in order that maximum results may be obtained.

I feel quite certain that the cigar box manufacturers, without exception, are quite willing to help in any reasonable scheme of conservation, but I also feel that this matter is entitled to full consideration from the standpoint of the box manufacturers.

Respectfully yours,

Henry L. Sheip.

Onondaga County, N. Y., contains about 900 acres of soil which yields a good crop of tobacco, but no where else in Onondaga County is tobacco grown. Formerly fifteen cents was a big price, but it has sold in the field this year for thirty cents.

While the Bureau of the Census estimates thirty-three billions of cigarettes, as the available supply for the American smoker last year, it does not take into account the cigarettes rolled from "the makins'," which would certainly add a few billions more. There is some apprehension expressed that in time the anti-cranks will start in force against tobacco. About that time they will realize that they are not the only people that can start something.

Dollars that Fight

By SENATOR HENRY CABOT LODGE

The war will be won by men and ships, by guns and airplanes. To raise armies and supply them, to build the navy and support it, and to furnish ships and transport, we must have money in large amounts. The expenditures of the Government for the ensuing year are estimated at $24,000,000,000, a sum which baffles the imagination to conceive. That vast amount must come one-third from taxes and two-thirds from loans. The success of the Fourth Loan, like those that preceded it is, therefore, absolutely necessary. We must work with the highest speed, as if the war was to end in six months. We must prepare in every direction, as if it was to last for years. Speed and preparation are both expensive.

Without the Loans we cannot have either

We are fighting to secure a just, righteous and lasting peace. For a complete peace we must have a complete victory. It must not be a peace of bargain or negotiation. No peace which satisfies Germany can ever satisfy us. No peace that leaves Germany in a position to renew the war against us will be worth having. It will be far from sufficient to gain all our objects on the Western front, Belgium, Alsace - Lorraine, Italia Irredenta. The President with wisdom and foresight and great force expressed his determination to redeem Russia. Russia must not be left in Germany's hands. That would mean another war. Poland must be free. Slav republics must be established to bar the way between Germany and the East. Serbia and Roumania must be redeemed. All these things are essential. *Nothing will bring them but complete victory and a peace dictated by us and our Allies.* It is a conflict of ideas. It is the principle of evil arrayed against the principle of good. It is the battle of freedom and civilization against barbarism and tyranny. *We must win and we shall win.*

We cannot win without money, and, therefore, these Loans are vital, and the country should rally in all its strength and subscribe and oversubscribe the Fourth Liberty Loan.

Buy Bonds to Your Utmost!

This Space Contributed to Winning the War by A Friend of The Tobacco Industry

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

TURKISH CIGARETTES
CADO COMPANY, INC.
145 Lafayette Street - New York City

BRANDS	Fifty-Six	10 for 25c
	Cado	10 for 15c
	Water Lily	20 for 15c

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
East End Avenue and 81st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

Cork Tips **Cork Bobbins**
BOUCHER CORK & MACHINE COMPANY, Inc.
216 WEST 18TH STREET NEW YORK

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.
Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

JOHN MICHAELS OF MONTREAL, CANADA:—40,776. For cigars, cigarettes and tobacco. August 29, 1918. H. Jacobs & Co., Montreal, Canada.

OVER THE LINE:—40,779. For all tobacco products. September 6, 1918. Pasbach-Voice Litho. Co., New York City.

DONLEY:—40,778. For cigars. August 30, 1918. Dompert & Co., Reading, Pa.

GOING OVER:—40,780. For all tobacco products. September 6, 1918. Pasbach-Voice Litho. Co., New York City.

CUBAN EXTRA:—40,781. For cigars. April 16, 1918. S. Loewenthal & Sons, New York City. Trade-mark claimed to have been in actual continuous use for a number of years by the R. Crystal Co., New York City, from whom title was derived by registrant.

LORD PROTECTOR:—40,782. For cigars. April 16, 1918. S. Loewenthal & Sons, New York City. Trade-mark claimed to have been in actual continuous use for a number of years by the R. Crystal Co., New York City, from whom title was derived by registrant.

PRINCE TALLEYRAND:—40,783. For cigars. April 16, 1918. S. Loewenthal & Sons, New York City. Trade-mark claimed to have been in actual continuous use for a number of years by the R. Crystal Co., New York City, from whom title was derived by registrant.

COWLEYS ESPANA:—40,784. For cigars. April 16, 1918. S. Loewenthal & Sons, New York City. Trade-mark claimed to have been in actual continuous use for a number of years by the R. Crystal Co., New York City, from whom title was derived by registrant.

LA JAVELOT:—40,785. For cigars. April 16, 1918. S. Loewenthal & Sons, New York City. Trade-mark claimed to have been in actual continuous use for a number of years by the R. Crystal Co., New York City, from whom title was derived by registrant.

PAPAGAYO:—40,786. For cigars. April 16, 1918. S. Loewenthal & Sons, New York City. Trade-mark claimed to have been in actual continuous use for a number of years by the R. Crystal Co., New York City, from whom title was derived by registrant.

JOHN REDMOND:—40,787. For cigars. April 16, 1918. S. Loewenthal & Sons, New York City. Trade-mark claimed to have been in actual continuous use for a number of years by the R. Crystal Co., New York City, from whom title was derived by registrant.

INVADER:—40,788. For cigars. April 16, 1918. S. Loewenthal & Sons, New York City. Trade-mark claimed to have been in actual continuous use for a number of years by the R. Crystal Co., New York City, from whom title was derived by registrant.

LA HABANA:—40,789. For cigars. April 16, 1918. S. Loewenthal & Sons, New York City. Trade-mark claimed to have been in actual continuous use for a number of years by the R. Crystal Co., New York City, from whom title was derived by registrant.

SPECIAL LONDRES:—40,790. For cigars. April 16, 1918. S. Loewenthal & Sons, New York City. Trade-mark claimed to have been in actual use for a number of years by the R. Crystal Co., New York City, from whom title was derived by registrant.

EL PADRE:—40,791. For cigars. April 16, 1918. S. Loewenthal & Sons, New York City. Trade-mark claimed to have been in actual continuous use for a number of years by the R. Crystal Co., New York City, from whom title was derived by registrant.

FIRST ROMAN:—40,792. For cigars. April 16, 1918. S. Loewenthal & Sons, New York City. Trade-mark claimed to have been in actual continuous use for a number of years by the R. Crystal Co., New York City, from whom title was derived by registrant.

MAIDEN LOVE:—40,793. For all tobacco products. September 10, 1918. J. E. Kahn, Union Hill, N. J.

(Continued on Page 30)

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W
WM. WICKE RIBBON COMPANY
Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain
WOODHAVEN AVENUE, GLENDALE, NEW YORK

GARRETT H. SMITH, U. S. and Canadian Representative for
COMPAÑIÁ LITOGRÁFICA DE LA HABANA
Finest Imported Cigar Bands and Labels. Also GUMLESS Bands
NEW YORK OFFICE (Phone, Stuyvesant 7476) 106 E. 19th ST.

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET, LOUIS G. CAVA, Mgr.

A BARGAIN IN CIGAR LABELS AND BANDS.
On account of the prevailing high cost and scarcity of material, labor, etc., we have decided to close out and discontinue a large number of attractive stock labels with title and design rights.
We are also closing out at exceptionally low prices the entire line of stock labels formerly made by Krueger & Braun, of which firm we are the successors.
We still have a quantity of attractive stock cigar bands, which we will also close out at prices far below the present cost of producing such bands. Write for samples and prices.
WM. STEINER SONS & CO., 257 W. 17th Street, New York City.

HEYWOOD, STRASSER & VOIGT LITHO. CO.
26TH STREET & 9TH AVENUE, NEW YORK
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129 Fifth Avenue, New York City

MAPACUBA
CIGARS
A Sure Fire Hit!
It will pay you to push this superfine, strongly advertised 10 cent Cigar. It's a cash-getter of the first water. Stock up!
Manufactured by
BAVUK BROS. CO.,
Philadelphia, Pa.
THE ALL-DAY, EVERY-DAY SMOKE

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.
To Dealers—
Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.
P. B. GRAVELY TOBACCO CO.
DANVILLE, VA.
DEPT. A

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Meeting 1st Thursday of each month at Masonic Temple, 310 Lenox Ave., New York.

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Meeting 4th Tuesday of each month at Hotel McAlpin.

INTERNAL REVENUE REPORT FOR JULY

The following comparative data of tax-paid tobacco products indicated by monthly sales of stamps are obtained from the statement of internal revenue collections for the month of July, 1918:

Tobacco Products.	*July, 1917.*	*July, 1918.*
Cigars, large, Class A..No.		96,119,237
Cigars, large, Class B..No.	All	386,270,569
Cigars, large, Class C..No.	at $3 per	160,398,862
Cigars, large, Class D..No.	thousand	1,257,176
Cigars, large, Class E..No.		1,472,319
Total .....No.	647,665,473	645,518,163
Cigars, small .....No.	88,684,653	80,037,849
Cigarettes, large .....No.	1,842,844	2,454,860
Cigarettes, small .....No.	3,447,429,408	3,796,878,822
Snuff, manufactured ..Lbs.	2,717,188	2,971,122
Tobacco, chewing and smoking .....Lbs.	36,164,477	36,607,578

Note.—The figures for July, 1918, in above statement, are subject to change until published in the annual report of the bureau.

Lao-Tse, the great Chinese philosopher and prophet, who lived in the sixth century B. C., said that the man who returns an evil deed with a good one, has reached the summit of virtue and the favor of the gods. Tobacco trade magazine publishers are smiling as they are smitten, and increasing their free advertising of Government propaganda to boost the new Liberty Bonds and other things.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, ETC., OF "THE TOBACCO WORLD," PUBLISHED SEMI-MONTHLY AT PHILADELPHIA.

Required by the Postal Laws and Regulations. By the Act of August 24, 1912.

Name of Editor—Hobart B. Hankins, 236 Chestnut St., Phila., Pa.
Managing Editor—None.
Business Manager—Hobart B. Hankins, 236 Chestnut St., Phila., Pa.
Publisher—Tobacco World Corporation, 236 Chestnut St., Phila., Pa.
Owners—Hobart B. Hankins and H. H. Pakradooni, 236 Chestnut St., Phila., Pa.
Known bondholders, mortgagees and other security holders, holding one per cent. or more of total amount of bonds, mortgages, or other securities: None.

(Signed) HOBART B. HANKINS.

Sworn to and subscribed before me this 26th day of September, 1918.
RUTHERFORD S. BATES.
(Seal) Notary Public.
My commission expires January 21, 1921.

The Tobacco World

Established 1881

Volume 38 — October 1, 1918 — No. 19

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

10¢ is the price of the large package of 15
SWEET CAPORAL
CIGARETTES
10¢
Save the tin foil from your Sweet Caporals and give it to the Red Cross.
Like Mother's pie, "Sweet Caps" simply can't be improved on no matter what the price.
Ask Dad, he knows
Guaranteed by
The American Tobacco Co.
LARGE SIZE

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

FOR SALE—Contents of a small, neat factory, mostly new, in office building. Fine location. Electric light, steam heat; cheap rent. All at cost. Owner retires. Registered brands and imported bands at cost. Established 40 years. Robert Link, 2050 Amsterdam Avenue, New York City.

FOR SALE—SHORT FILLER SCRAP, made from all Ohio tobacco, price 30 cents. Also have fine lot Dutch tops for sale. Will buy low grades of all kinds. C. C. Ehrhart, Versailles, Ohio. Factory No. 9, Tenth District.

FOR SALE—Twenty-four Miller, DuBrul & Peters suction tables, in perfect condition. For a quick sale a very low price will be accepted. Address Box 151, "The Tobacco World."

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

WANTED

WANTED—Control of a factory in Pennsylvania, either in York or Lancaster Counties; factory making between 25,000 and 100,000 cigars weekly. Will want owner to run factory on so much per thousand basis. Address Box 235, care of "Tobacco World."

CIGAR FACTORY WANTED—Will pay "spot cash" for a cigar factory able to make from ten to twenty million cigars a year. Address, with full particulars to Box 236, care of "The Tobacco World."

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made.
J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

HELP WANTED

CIGAR FOREMAN—Wanted in Philadelphia factory on suction work. Good opportunity for competent man. Address Box 234, care of "Tobacco World."

SITUATION WANTED

FACTORY MANAGER OR FOREMAN—A young man wants a position as general manager or foreman in a cigar factory. Has had seven years' experience in all parts of factory. Prefers the West; now employed in the East. Address Box 238, care of "Tobacco World."

SMOKE WELL:—40,796. For smoking pipes. September 11, 1918. Manhattan Briar Pipe Co., Brooklyn, N. Y.
NAPOLI:—40,797. For smoking pipes. September 11, 1918. Manhattan Pipe Co., Brooklyn, N. Y.
LIVORNO:—40,798. For smoking pipes. September 11, 1918. Manhattan Briar Pipe Co., Brooklyn, N. Y.

TRANSFERS

LITTLE GEORGE:—12,568. For cigars. Registered June 13, 1899, by Geo. M. Holtzman, Harrisburg, Pa. Transferred to Smith-Reimer Corp., Davenport, Iowa, September 3, 1918.
M. & O.:—11,905 (Tob. Leaf). Registered April 29, 1896, by Martin & Orocchi, Denver, Colo. Transferred to the Cuban Cigar Co., Denver, Colo., in 1899, and re-transferred to Joseph Orocchi, Denver, Colo., July 30, 1918.

CORRECTIONS

FRIAR:—40,771. For smoking tobacco. Registered August 19, 1918, by H. Rippen, Perth Amboy, N. J.
KOBOLD:—40,772. For cigars, cigarettes and tobacco. Registered August 21, 1918, by H. Rippen, Perth Amboy, N. J.

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

JOSE F. ROCHA Cable: "DONALLEG"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

THE YORK TOBACCO CO.
Purchasers and Jobbers in All Grades of **LEAF TOBACCO**
Offices and Warehouse, 18 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

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New York
IMPORT EXPORT
LEAF TOBACCO

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306 NO. THIRD STREET, PHILADELPHIA

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
INCORPORATED
LOUISVILLE, KY., - - U. S. A.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

And this is what I told his Mother:

"WHEN you and I went through these French towns on our honeymoon, we little thought that a boy of ours would go back there some day to fight for Liberty.

"But he's gone, and with as much eagerness as you and I went to France twenty years ago.

"Think how we've planned to send him there some day to make himself a scholar, and now he's gone there to make himself a man.

"Dear, there's nothing you and I won't do for him and he knows it. He knows that we will put what money we've got into this thing. Notice that he never asks if we buy Liberty Bonds. He knows it without asking. When the big guns roll up to the front, and the ammunition wagons, and the soup kitchens, and—and—the ambulances, dear, our boy knows that our money helps make his job possible and bearable and that we'll back him up with every cent we've got, if necessary."

That's what I told her, John, and all she said was:

"Why, of course"—God bless her!

Rob't Burns
A MILD CIGAR

4th LIBERTY LOAN
An obligation, yes, but a wonderful privilege.

GENERAL CIGAR CO., INC. 119 WEST 40TH STREET, NEW YORK CITY

"See Him Smiling"

Look at him—
look at him!
Our man—and a man he is!
With his ready grin and his twinkling eyes—irrepressible—joyous—song-lipped and dauntless—incarnate spirit of America!
And they lovingly call him "Yank."
Ah! men and women, can anything beat him?
Yes! *you* can, by failing to back him up.
—But you won't.

4th LIBERTY LOAN

Your tribute to this gallant gentleman.

OWL

white OWL

TWO DEPENDABLE CIGARS

GENERAL CIGAR CO., INC.
119 West 40th Street
New York City

VOLUME 38 NO. 20

The TOBACCO WORLD

OCTOBER 15, 1918

This Trade-Mark is
Your Guarantee of
QUALITY

Our Many Customers are
Advised to Demand the
PHIL-TO-CO Brand as a
Protection of Mutual Interests

THE UTMOST IN STRIPPED
PHIL-TO-CO
AND BOOKED FILLER TOBACCO
TRADE MARK

PHILIPPINE LEAF TOBACCO CO.
123 Maiden Lane New York City

Headquarters for Manila Tobacco in the United States

WE WILL BE PLEASED TO SEND SAMPLES UPON REQUEST

"See Him Smiling"

Look at him—
look at him!
Our man—and a man he is!
With his ready grin and his twinkling eyes—irrepressible—joyous—song-lipped and dauntless—incarnate spirit of America!
And they lovingly call him "Yank."
Ah! men and women, can anything beat him?
Yes! *you* can, by failing to back him up.
—But you won't.

4th LIBERTY LOAN

Your tribute to this gallant gentleman.

OWL

white OWL

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119 West 40th Street
New York City

Lend the way they Fight
Buy Bonds to your UTMOST

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123 Maiden Lane New York City

Headquarters for Manila Tobacco in the United States

WE WILL BE PLEASED TO SEND SAMPLES UPON REQUEST

MADE IN BOND

FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.

PHILADELPHIA

ESTABLISHED 1867

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CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.

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NEW YORK	FLORIDA	HAVANA

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The Acknowledged Leader Among Mild Sumatra Wrapped Havana Cigars

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THE TURKISH CIGARETTE

ROCKY FORD CIGAR

HAND MADE — DELICIOUS FLAVOR

MANUFACTURED IN OUR NEWARK, N. J., FACTORIES

We also manufacture, at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 2 for 5c—3c each and 3 for 10c., giving the Jobber and Retailer an exceptional margin of profit.

UNION AMERICAN CIGAR CO.

General Offices, Pittsburgh, Pa.

For Gentlemen of Good Taste

San Felice CIGARS

The Deisel-Wemmer Co., LIMA, O.

Pipes are worth more today

It costs more to make a good pipe today than ever before. Labor has gone up. Materials have gone up.

We have to ask the jobber a higher price. He has to ask the retailer a higher price. But W D C Pipes are worth it.

Be fair to your customers—but be fair to yourself too. A pipe that was *worth* 50 cents a few months ago is *worth* 75 cents now, and the *value* of other briars has gone up accordingly.

Price W D C Pipes at what they are worth. You are fully entitled to your regular fair profit.

WM. DEMUTH & CO.
230 Fifth Ave., New York
World's Largest Pipe Manufacturer

W D C TRADE MARK

The smokers who buy and the dealers who sell 200,000,000 Cinco Cigars a year appreciate the protection of a brand manufactured with 68 years experience and with the most painstaking consideration for quality - and quality alone

7¢ to preserve the quality

OTTO EISENLOHR & BROS., INCORPORATED
PHILADELPHIA
ESTABLISHED 1850

STICK TO Cinco - IT'S SAFE

MAPACUBA
CIGARS
A Sure Fire Hit!
It will pay you to push this superfine, strongly advertised 10 cent Cigar. It's a cash-getter of the first water. Stock up!
Manufactured by
BAYUK BROS. CO.,
Philadelphia, Pa.
THE ALL-DAY, EVERY-DAY SMOKE

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD.
A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.
To Dealers—
Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.
P. B. GRAVELY TOBACCO CO.
DANVILLE, VA.
DEPT. A

FIGHT!
Buy Bonds
This space contributed by
CHARLES LANDAU & CO.

Let SIDNEY J. FREEMAN & SONS
123 Liberty St., NEW YORK
answer your
"S. O. S."
for
MANILA BINDER, FILLER and SCRAPS
Importations Direct From Manila

"Above All"
BOLD
Cigars
continue to hold their reputation and demand. Nationally known and smoked by all particular smokers.
Topic
The new ten-cent cigar is daily increasing in demand. It pleases. Try it and let us convince you.
Little Bees
The popular package of ten little cigars. The national smoke.
BOBROW BROTHERS
Manufacturers
Philadelphia, Penna.

H. S. LOEWENTHAL S. LOEWENTHAL B. LOEWENTHAL
S. Loewenthal & Sons
Importers of Havana and Packers of Leaf Tobacco
123 MAIDEN LANE, NEW YORK

WANTED—By large manufacturing concern: A factory making from 25 M. cigars up, weekly, in the Ninth District of Pennsylvania, who will manufacture cigars for us on a so much per M. basis; all tobaccos and wages to be supplied and superintendence of same simply required. Proposition will prove a very interesting one to the right party. Address Box 240, "Tobacco World."

The Maintenance of an Inflexible Quality Standard in
CRESSMAN'S
COUNSELLOR
CIGAR
is reflected in the unvarying increase in consumer demand.
Good judgment favors stocking—displaying—recommending it everywhere
Allen R. Cressman's Sons,
Makers
PHILADELPHIA

Volume 38 THE TOBACCO WORLD Number 20
Established 1881
A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade
$2.00 a Year PHILADELPHIA, October 15, 1918 Foreign $3.50

The Tobacco Trade Will Have After-The-War Problems That It Could Begin To Unravel Now

EUROPEAN countries are not waiting until after the war is over to begin to unravel the problems that will then present themselves in lines of industry and commerce. The United States is awakening to the need for study of the problems that will then arise, and it may well do so.

Does the cigar and tobacco industry look beyond today when orders exceed ability to produce? Are the cigar manufacturers of the country working along merely to keep their product on the market, and consoling themselves with the idea that after the war conditions will automatically adjust themselves? Are the manufacturers, who are withdrawing their advertising for the balance of the war, deluding themselves with the dream of an unprecedented demand for their particular product just as soon as the conflict ceases? What will really be the condition of the cigar and tobacco industry after the war?

Many considerations, and that ambiguous term, "conditions," enter into any sane forecast. The cigar manufacturer today is doing business on a strictly business basis, which is more than can be said for him in the past. In the past six weeks several brands have advanced *twice,* without anticipation of the new war tax. Labor and increased costs are said to be responsible. But there is an indication that filler tobacco is coming down in price. Sumatra has come down appreciably, and to some extent Sumatra prices are indicators for the entire wrapper market.

We note that many small cigar manufacturers are either combining, selling out or "retiring." This necessarily puts a greater burden on the production of the remaining manufacturers, and with a steadily decreasing supply of labor a real and serious shortage of cigars is not improbable. Such a condition as this may lead the manufacturer to believe that after the war he will be able to sell all the cigars he can produce.

But it is well to consider the possibilities as regards the leaf market. If leaf continues to come down, the manufacturers who are supplied with material for one or two years will be unable to reduce their prices. If, at the close of the war, leaf is near its normal price, it will be a great temptation for manufacturers who have "retired" to come into the game again and produce the popular cigar at $35 or $37.50 per thousand. If they can produce goods at even $43, they will have a big field and a great opportunity, for the cigar manufacturers whose products are at the $50 mark or above will be quite unable to immediately meet such a figure.

We have roughly estimated that thirty cigar manufacturing organizations are producing 3,000,000,000 cigars annually or more than thirty-four per cent. of the total production of the country. One-fifth of one per cent. of the cigar manufacturers in the country are producing about thirty-four per cent. of all the cigars made in the country. This means that ninety-nine and four-fifths per cent. of the cigar manufacturers are able to produce but sixty-six per cent. of the cigars made in the United States.

The cigar manufacturers represented by the one-fifth of one per cent. comprise organizations amply financed and competent to procure all the tobacco that they may need for a year or more, and it is to be concluded that they have done so. The ninety-nine and four-fifths per cent. is made up, with some exceptions, of manufacturers whose supplies run from one month to six months at the outside. With a falling leaf market they will be in a beautiful position at the close of the war.

But on the other hand there is a great likelihood of Europe rushing to this country for all the leaf tobacco it can get with price no object. If this happens, leaf stocks will boom, and then it will not be such a beautiful outlook for the ninety-nine and four-fifths per cent., or anyone who anticipates joining their ranks.

In any case it will pay the cigar manufacturer to look ahead. When the boys come home and the workers are released from purely war industries, what percentage can the cigar manufacturers absorb? What are the probabilities of the prices for labor with the loosening of millions of male and female help from munition plants?

Conditions will not automatically adjust themselves. The cigar manufacturers must prepare for the crisis that is sure to come.

All this touches but briefly a subject with tremendous possibilities. It does not take in the great opportunity for export trade on *manufactured* cigars produced in this country.

The Tobacco Merchants' Association can well afford to immediately appoint a committee to consider after-the-war conditions and ways and means to meet them. The future of the cigar industry lies in co-operative study and planning along general lines rather than in individual efforts to obtain a brief advantage over one or more competitors.

The Dealer Has Lost Another Chance

DEALERS who failed to take the advice of their trade papers, and of their jobbers as well, and who did not get a stock of cigars on hand several weeks ago, will find no incentive to stock up now. New prices are becoming effective at once to which will be added the new war tax, and as it is planned that the tax on goods on the floor of the jobber and dealer shall pay the full tax, the cost to the dealer will be the same now no matter when he buys. If an opportunity has been lost by many dealers they have no one to thank but themselves. Trade papers, jobbers and manufacturers have all warned the retail trade of the danger of delay.

When the first war tax was made effective, the floor tax amounted to only one-half the regular tax, so that goods on the floor when the tax became effective were subject to only one-half the tax, and in addition escaped entirely the increased manufacturing costs which were added after the war tax became a law.

In the present case, however, most manufacturers have already raised their prices, and to these will be added the war tax when it is finally settled. Most six-cent cigars are now in the seven-cent class before the tax is added. The full tax will have to be paid on all goods on hand, according to the present wording of the bill. Seven cents from now on will be the price of our old friend, the one-time nickel cigar.

In this connection it is interesting to note that certain stogie lines have advanced to thirty-five dollars per thousand, and that the stogie now retails for a nickel. It is only one more step when the old nickel cigar enters the three-for-a-quarter class.

It is unfortunate that the retailer is largely to blame for his curtailed profits. This is due in most cases to the fact that the small dealer, the retailer who has needed a larger profit and needed it desperately, has been the last to make a higher price effective on his lines of goods. Fear of his competitor has made him a coward, and robbed him of even an honest percentage of profit on his investment.

On the other hand, observe the prices of cigars in cafe stands, restaurants, hotels and dining cars. When certain sizes that sold for ten cents straight moved into the two-for-a-quarter class, these places asked and received fifteen cents straight, while small dealers actually continued to sell these cigars for ten cents straight. Most of them at last have been forced to raise to two for a quarter. But restaurants, cafes and hotels ask fifteen cents straight, and they get the price and business holds up with them. Cigars with these places are an accommodation to some extent, but in almost every case this accommodation has been built up to a very profitable business. The same may be said of most drug store stands. Their prices are prices that pay a profit, and a good profit.

We have seen displayed in a number of New York cafes a certain brand of cigars, widely advertised to retail at six cents, marked *ten cents straight*! The goods are prominently displayed on top of the counter, and we have seen a good many smokers walk up and pay their dime for one of these cigars. It seems to us that in these cases the line of fair profits has been crossed, and that such stands are well into profiteering territory.

On the other hand, we can find plenty of stores selling forty-five dollar cigars at five-for-a-quarter and forty-nine dollar cigars at six cents. Here is the other extreme. It is really no affair of the smoker's if the dealer does not charge a fair price, but it is an affair of the jobber's and the manufacturer's if this same dealer cannot pay his bills promptly. It is the affair of the trade paper's if the dealer who operates his business in this manner is continually complaining of lack of capital and shrinking profits. Prices that are too low create in the mind of the smoker the idea that the man who asks a fair price for the same goods is a robber. That part of the trade which is trying to earn a living profit is discredited because some spineless dealers would rather be sold out by the sheriff than tell a customer that they must have a living profit for the service they render.

Present conditions are going to prove a blessing in disguise to the jobber and manufacturer, because they are weeding out the weak and incapable. It may be ventured that after the war is over the retail cigar trade will be represented by a stronger dealer class than at any time in the history of the industry.

There is no reason for the dealer to wonder why the jobber and manufacturer caters to the hotel, cafe, restaurant and drug stand business. In these places at least the fair price is charged, more cigars are sold by them, and they either take their cash discount or pay promptly. The cigar dealer who does the same can always command the same consideration, but the ones who do not do these things will find that they, themselves, are the sole cause of all the apparent injustices that they suffer.

The limit of a dealer's credit is established not only by the kind of a store he keeps, but also by the kind of prices he gets for his goods. In this day of high-living costs no dealer can keep up with the procession who tries to get by on a gross profit of fifteen per cent. or even twenty per cent.

"I don't mind lending you my hoe, my axe, my lawn mower, the madam's ice cream freezer, and a lot of other things about the premises," said Mr. Glipping, "but I'll give you a fair warning, Gadspur."

"Why, what's the trouble?"

"If you ever come over here and try to borrow my pipe, I'm going to say no."

Cigar stores and stands in Pittsburgh, Allegheny County, Westmoreland, Fayette, Beaver, Green and Washington counties have been closed from 7.30 to 10 A. M. to conserve electric current for the use of munition workers. Other stores having cigar counters are not allowed to sell tobacco while the cigar stores are closed.

Indictment of Sumatra Importing Group Comes As Suprise To Cigar Industry

CHARGED with violating the Sherman Anti-Trust Law and the Wilson Tariff Act in combining in restraint of foreign and domestic trade in Sumatra leaf tobacco, the Sumatra Tobacco Import Corporation, the Sumatra Purchasing Corporation; H. Duys & Company, Incorporated; the General Cigar Company, Incorporated; the American Cigar Company and fourteen individuals were recently indicted by the Federal grand jury.

The individuals against whom indictments have been found are: Abraham Bijur, Nathan Bijur, Samuel H. Bijur, Joseph F. Cullman, Sr., Joseph F. Cullman, Jr., Henry M. Duys, John H. Duys, Frederick Hirschhorn, J. H. Kruse, Hugo Muller, Jan H. Neinhuys, William Quanjer, Benno Rosenwald and A. L. Sylvester.

The above are charged with having engaged in a conspiracy to restrain rivals in foreign and domestic trade in Sumatra leaf, and that they have aimed to eliminate competition in the purchase of Sumatra leaf and in its importation into this country.

A great many cigar manufacturers who use Sumatra leaf have expressed surprise and regret that such action should have been brought, particularly as the trade seems to have been satisfied with the arrangements for the allotment of the 1917 crop. The domestic inscriptions last year at which the 1916 crop was sold were partly the fault of the manufacturers themselves, as they lost their heads and bid extremely high prices, but if they had stayed away from the inscriptions altogether, the inscriptions could not have been held. In this connection, it is to be pointed out that the Sumatra Tobacco Import Corporation previous to the inscriptions offered the 1916 tobacco in lots of 500 bales to a number of prominent manufacturers at a stated profit of $50 a bale. In every case this offer was declined, with the result that practically every firm which declined the tobacco at a profit of $50 to the importers, attended the inscriptions and bid prices that paid a profit of more than $100 a bale.

Mr. John H. Duys, in a statement to a representative of THE TOBACCO WORLD, said:

"As Sumatra tobacco has been sold at inscription (auction) in Holland for many years, we believed that this would be the fairest method of disposing of it. When we found that this method was not entirely satisfactory, the Sumatra Purchasing Corporation was formed, and every cigar manufacturer was given an opportunity to participate with a stated profit per bale for us. This year no cigar manufacturer who has come to us for Sumatra has failed to get it if he wanted it."

The indictment of the Sumatra group at this time will do the trade no good. If the indictments were to be found, they should have been brought at the close of the inscriptions last year. THE TOBACCO WORLD opposed the inscriptions then, and still opposes them, but it fails to see where any good will accrue to the trade by having published throughout the land in the daily newspapers the fact that the heads of our two largest cigar manufacturing institutions and numerous men prominent in the leaf tobacco market have been indicted for conspiracy and violation of the laws.

It is hardly believed that any cigar manufacturer is responsible for the charges being brought, and the only other reason to be ascribed is one of revenge. And it may be that the source of the entire trouble will be found where the American Cigar Company and the General Cigar Company have been investing some of their advertising appropriations.

It is a fact that millions of dollars worth of goodwill and prestige was dependent upon the cigar manufacturers getting Sumatra leaf last year. Without the Sumatra Tobacco Import Corporation, it is difficult to see where the tobacco would have been procured.

When the cigar manufacturers showed their unwillingness to assume any part of the risk taken by the importers who bought the leaf without even seeing samples, the inscription method of sale was evolved. The Sumatra importers were organized while the cigar manufacturers were not then nor are they now. Trade competition and jealousy prompted most manufacturers to jump in and get what he could at any price, and the result was that the scale of profit exceeded the dreams of the most optimistic.

The Sumatra Purchasing Corporation in buying for practically the entire trade, aimed to eliminate competition in Holland and Sumatra for the purpose of enabling them to get the choice of the tobacco at low prices. Obviously, if the cigar manufacturers with representatives in Holland were to order their buyers to buy what they could on the Island of Sumatra of the 1917 crop, there would have been half a dozen or more bidders. The result would have been, practically, an inscription in Holland, instead of here with resulting high prices. By securing the co-operation of the foreign representatives of American firms, the choicest of the tobacco was secured, and the results were pooled. Instead of two or three firms getting the finest marks, the tobacco was evenly divided into lots with some of the best marks in each lot. In this way every lot was about even in its percentage of good and medium marks.

As Bayuk Brothers, Wertheimer Brothers and Julius Marqusee all secured some leaf from Sumatra, there is no proof that a monopoly existed. It is probably true that these buyers did not get first choice, but this may have been due to their failure to make arrangements in Holland before going to Sumatra. The fact that a corporation arranges to get first choice certainly does not indicate a monopoly.

The Sumatra Purchasing Corporation seemed to have a very fair arrangement for supplying the cigar manufacturers this year, and the fact that the War Board of Trade granted licenses permitting the tobacco to be brought in would indicate that they saw no evidence of conspiracy in such an arrangement.

The following statement was authorized by John H. Duys:

"The indictment by the Federal grand jury came as a great surprise to us. Of course, it must be under-

stood that only one side of the question has been heard, and our story is still to be told.

"In my opinion, the Sumatra Purchasing Corporation's plan of buying Sumatra tobacco was the only feasible one under war conditions, and I believe that all of our subscribers, who comprise every leading Sumatra consuming cigar factory in the United States and Canada, agree with us. It is charged that we coerced and intimidated our customers to sign our contracts; that quite the opposite was the case is trade history and can be easily proven.

"We feel very secure of our position, especially so, as judging from reports received, practically the entire cigar trade is behind us. If we have broken any laws, we have done so unintentionally, and with the interest of the industry at heart, and know that our customers are fully satisfied that we did the best we could under difficult and unprecedented circumstances. The United States Government and Allied Governments have aided our enterprise in every way, and have set the example that co-operative buying during war times is the only feasible plan, and I know that the Dutch tobacco growing monopolies will be delighted to have ten or twenty individual buyers go to the Island of Sumatra next year from the United States, and then they will undoubtedly hold an inscription on the island, which will mean terrific prices.

"When the manufacturers gather in New York City for the next allotment, on October 21st next, my co-directors and myself will be pleased to call a joint meeting to discuss plans for next year's operations, because even if peace should come within the next few months, it is very doubtful that the 1918 crop can be shipped from the Dutch East Indies to Holland."

Senate Makes Changes In Tobacco Section

Washington, D. C.

A NUMBER of changes have been made in the revenue bill by the Senate Finance Committee. In considering the tobacco rates, it was decided to change some of them in order to facilitate the figuring of the tax when it was collected.

The rates on cigarettes, which, in the bill as passed by the House, were $4.10 per thousand if manufactured or imported to retail at not more than two cents each, and at $5.10 per thousand if retailing at two cents each or more, have been fixed by the committee at $4.10 per thousand for all cigarettes weighing not more than three pounds per thousand.

A change has also been made in the method of figuring the tax which, as passed by the House, was to apply to the price of cigarettes when sold in packages of less than forty. As amended by the committee, whenever reference is made to cigarettes manufactured or imported to retail at not over a certain price each, in determining the tax to be paid, regard shall be had to the ordinary retail price of a single cigar. With the placing of a flat tax on cigarettes, however, regardless of the retail price, this section will be unnecessary and the reference to cigarettes will probably be stricken out.

The committee also amended the tax on imported or manufactured tobacco and snuff removed for consumption or sale, lowering it from twenty-six to twenty-four cents per pound, for ease in figuring.

Not all the taxes have yet been taken up; some have been passed over, to be returned to later, but it is believed that the committee will have concluded its work on the bill by the last of the month.

C. L. L.

Travelling Salesmen May Have To "Work or Fight"

Washington, D. C.

TRAVELING SALESMEN may soon be determined as engaged in non-essential work and ordered to report to shipyards and munitions plants, according to statements of B. M. Baruch, who has just announced that the War Industries Board is about to take up with the United States Employment Service the question of securing the 300,000 men now badly needed in those industries.

Several draft boards, it is declared, have already decided that traveling salesmen are engaged in non-essential business. Should the Employment Service approve of the plan, all traveling men, hotel waiters and private chauffeurs will be ordered to report for war work.

So great are the restrictions that now surround the production of practically every necessary commodity that the puzzle is not how the manufacturer shall place the goods on the market, but how the merchant shall secure sufficient stock.

Officials believe that not only would the elimination of traveling salesmen interfere in no way with the sale of goods, but it would result in a saving to manufacturers of the expense now incurred by them in maintaining a force of men on the road, would greatly lighten traffic on the railroads, and would help to solve the problem of securing the men so badly needed for war work.

C. L. L.

Cigar Store Salesmanship

By Frank Farrington

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CHAPTER XI

Interesting New Customers

SUCCESSFUL salesmanship in the cigar store does not by any means begin and end with selling cigars to the men who come regularly to the store. It must concern itself with the development of interest in men who are only occasional visitors or who are regular patrons of some other store and come into your store only in an emergency or in company with someone else. If you develop no new customers, the business is not going to grow. It will shrink because out of your list of regular patrons you are going to lose more or less men every year through many causes.

Your personal qualities are going to be important in the matter of developing a larger customer list. Some salesmen behave with newcomers in such a way that they never want to come back to the store again. The first time a man comes into the store he feels a stranger, and he is not in a receptive mood for the advances of salesmanship. You need to handle him carefully and become friendly before you become too officious.

I have met cigar clerks who wanted to induce me to buy something more, and who became disagreeable because I showed no interest or disposition to listen to them. Hasn't the customer a right to resent being urged if he so wishes? As a matter of fact, it is up to the salesman to take whatever position the customer chooses as the latter's perfect right, and be agreeable about it.

One of the first rules in the salesman's book ought to be "Never get disgruntled." When a salesman has learned to keep agreeable in spite of any treatment he receives, he has taken a considerable step toward successful selling. He has made it possible to meet disagreeable customers with a smile when they come again.

I have no idea of upholding the customer who is rude to clerks. Rudeness has no more excuse in the buyer than in the seller. But rude customers do exist, and if they are to be made friends of your store, they must be handled in such a way that they will cease to be rude, because they will like you and the store.

When you have a customer who is curt and brusque, give him the more attention with a view to pleasing him. Please him regardless of time and temper. Don't try to interest him in anything outside of his wants until you have made a pleased customer out of him. Such a man dropping in once and being taken with your ways, will drop in again. If you take enough pains with him, you will develop him into a regular patron of the store, and then you will find him less inclined to be short and hasty.

It is getting acquainted with the new customers and helping them to a better acquaintance with your store that tends to make them regular patrons.

You will find it will please your patrons to show them that you regard their visits as important. Then you express a manifest welcome and appreciation of a man's coming, you make him feel that he is really of consequence to you as a customer. And when a man brings a friend in with him, you please him, particularly if you show that you regard him as an important customer. By taking pains with him, you interest the friend, and there is a chance of your getting the friend to come back again. That is one of the avenues through which the salesman may interest new customers—influencing them when they come in first with someone else.

Do your best to give this chance visitor a smoke that will suit him. Take pains to find out what he likes and give it to him. If you please him, he will be apt to come back for more. Even if you do not give him just the cigar that suits, he will remember the store as one where the salesman takes great pains with customers and he will try you again.

You never know when you may find a prospective steady patron in the casual caller. It may be a workingman in overalls or it may be a man with a traveling bag, apparently a transient. The workingman may be a great smoker and a buyer of good cigars for Sunday. The workingman may not be a workingman at all in the common acceptance of the term. He may be a well-to-do and prosperous citizen in working clothes. You see them that way nowadays. The transient may be one of your competitor's local customers on his way to a train, or he may be a weekly visitor to your town who would buy all his cigars at your store, and buy them by the box, if you could please him. You never know what stranger may be a possible regular patron.

One of the ways in which you may be able to interest new customers is by talking to the regular customers you know best and asking them about such acquaintances as buy their cigars elsewhere, thus getting the names of men whose trade is worth going after. Sometimes the customer will allow you to use his name in quoting him as recommending to the friend the purchase of some certain cigar.

A list of men gained in this way, with the names of the customers who referred you to them will be a helpful mailing list. When you succeed through letters or otherwise in getting these other men to come in, you will have, in the mutual acquaintance, a starting point for an acquaintance of your own.

You might carry a memorandum book in your pocket for use in setting down many names and addresses of prospective customers. Information of any sort that may be valuable in securing new trade should not be left to memory and the chance of its getting away unused.

The local newspaper will give you the names of newcomers in town, men taking local positions, families moving in. These names afford an opportunity for advertising to get the first chance at such trade. This is not strictly speaking the work of the salesman, but he should keep his eyes open all the while for new names of possible smokers. He should do this because, if for no other reason, it is to his own advantage to help keep the store prosperous in order that his job may last and pay him better.

Clippings From A London Tobacco Journal

THE CIGAR AND TOBACCO WORLD, of London, England, in the September number states that increased imports have made rations unnecessary, and then pays its respects to a proposed tobacco substitute in the following manner:

"Precisely how narrow has been his escape, he will probably never know, but we who do can truly sympathise with him, and the more by reason of our knowledge of an effort which was being made through the leading organ of the pharmaceutical chemists to place a tobacco substitute on the market. The journal referred to, we are glad to say, refused to give further publicity to this compound on realizing how absolutely worthless it was for the purpose for which it was intended. We have a sample of this production before us now, and a more loathsome affair it would be difficult to conceive. Apparently consisting of hay and straw, held together by the admixture of tar—of which it smells most powerfully—it might be possible as a roofing felt, but the mere contemplation of it as a smoking mixture makes one shudder."

This recalls a plug, formerly and perhaps still on the American market, which was advertised to be a substitute for chewing tobacco and a cure for the habit. One chew of it made the man shudder, and he rushed for a plug of real tobacco to take the taste out of his mouth. We have always suspected that the plug manufacturers placed it on the market with that intention. If they did, it was a complete success.

On the question of rationing, the editor says further:

"Questioned as to the prospects of a tobacco rationing scheme being brought into being, it was stated that 'if the Government ever did decide upon this, they would not seek materially to reduce the individual's allowance. They would let him have all he wanted, but he might have to register with a certain retailer, whose requirements could thus be more accurately gauged and satisfied accordingly. But we still need proof that the empty pipe is a reality. Complaints there may be that people can't buy tobacco, but few of them have to lament that they have not had a smoke at all, and for the sufficient reason that they have put by their reserves in a cupboard at home.'

"One thing is certain: If we are short, it is but a relative shortness, after all. Everyone smokes. England would be heaven to the smoking German (this description of the Teuton is not intended to be anticipatory). According to the 'Berliner Tageblatt,' Germany will entirely have exhausted her actual and possible supplies of cigars by the end of this year. What this means may be judged by the figures. Before the war the Germans consumed about 8,000,000,000 cigars a year. After the outbreak of war consumption actually increased, and is said to have amounted to 12,000,000,000 in 1916. For a time there was a veto upon importation of tobacco in the interests of German exchange, and when the veto was removed imports became practically unobtainable, chiefly because of the scarcity in Holland. During 1917 manufacture was gradually reduced, and as at the same time the Army took most of the supplies, the supply available for the civil population has gradually come down to less than 150,000,000. Meanwhile, the proportion of German-grown tobacco in cigars has increased until they are hardly fit to smoke.

"The 'Tageblatt' is now informed that the whole stock of imported tobacco has been manufactured, and that the German crop of 1917 will have been used up by the end of this year. There is, therefore, nothing to hope for but the German crop of 1918—whatever that may be worth. Moreover, it is recognized that Germany will not be able to import much foreign tobacco for a long time after the conclusion of peace, even if she is admitted to the foreign markets.

"Evidently the 'Tageblatt' was a little too candid about the tobacoc shortage in Germany, for we find that, in order to mitigate the impression caused by the announcement that Germany by the end of this year will have entirely exhausted her actual and possible supplies of cigars, it is now being stated that Berlin firms have 'bought' a nominal $8,750,000 worth of cigarette tobacco in the Balkans, for delivery within the next six months. Other large contracts are being negotiated by Bremen, Hamburg and Dresden manufacturers. These supplies, it is explained, however, will only become available for the population at large if the military do not lay their heavy hand upon them."

Cigarettes Demanded By New Army

Washington, D. C.

Army officials of long experience daily find new ways in which the national army differs from the regular army of pre-war days. How great this difference is, they declare, is shown by the liking of our present-day soldiers for cigarettes.

"Perhaps nothing illustrates the difference between the old regular army and the new fighting forces of the United States more graphically than the tobacco habits of each," noted the War Department in a recent announcement. "Formerly chewing tobacco was in strongest demand; today the demand is much greater for cigarettes. This is ascribed to the average age of the present soldier being considerably below that of the old army. Young men prefer cigarettes to any other form of tobacco. The subsistence division of the Quartermaster Corps is shipping to the overseas forces from five to six hundred million cigarettes each month."

It is believed that the smoking habit of the present soldiers will result after the war in the gradual elimination of chewing tobacco as an important factor in the trade.

C. L. L.

Conservation Suggestions For Cigar Trade

HEREWITH is presented the report of the cigar manufacturers conservation committee, as submitted to the War Industries Board on October 7th. It has been stated that it is the intention of the committee to call upon the entire trade to conform to such regulations as may be adopted, on a specified date. All manufacturers are to be put on the same basis on a certain date regardless of whether they have stocks on hand or not. The suggestions herewith do not make this clear, but we have been given to understand that after a certain date all cigars are to be packed according to the following regulations, if the regulations are adopted:

To the Honorable, the War Industries Board,
Washington, D. C.

Sirs:

The CIGAR INDUSTRY, recognizing the supreme importance of CONSERVATION as a necessary element in the prosecution of the War, has agreed, with practical unanimity, upon a Plan of Conservation intended to eliminate the use of non-essential and unnecessary material; to curtail to a minimum the use of such material as cannot be altogether dispensed with; and to bring about such general economy and saving of labor and material as may be practicable; which is respectfully submitted herewith for your consideration.

In submitting this plan, permit us to state that at a Conference of a number of the leading CIGAR MANUFACTURERS of the United States called by this Association, and held on July 23rd last, for the purpose of considering the Conservation Problem, the CONSERVATION COMMITTEE hereinbelow named was appointed to work out a detailed Conservation Program to be submitted to the Honorable, the War Industries Board, for such action as it may deem proper in the premises.

The Conservation Committee has accordingly worked out a Conservation Program, which, having been printed in the form of a Conservation Program by the Tobacco Merchants' Association of the United States, has been circularized among and mailed to approximately 1800 CIGAR MANUFACTURERS throughout the United States, embracing all manufacturers whose reputed output exceeds One Million Cigars per annum, and including also the United States representatives of the leading Porto Rico and Manila CIGAR MANUFACTURERS.

A copy of said Bulletin is herewith submitted as part hereof, with special reference to the two concluding paragraphs reading as follows:

> "The Committee respectfully submits the foregoing recommendations to the CIGAR INDUSTRY and urgently invites a free expression of the views of those who are interested therein.
>
> "Needless to say it is of vital importance that we receive your criticism, endorsement or approval of this plan without delay, and hence an immediate reply is earnestly asked for."

In response to said Bulletin and the urgent request of the Association for the criticism, endorsement, or expression of the views of the trade, the Association has received communications from all parts of the country, the great majority of which contain unqualified approvals and endorsements of the Committee's recommendations as set forth in the Bulletin referred to, while the others, although generally approving the action of the Committee, contain various suggestions for amendments, and modifications of the Committee's Conservation Plan.

With the views of the trade, as expressed in the communications referred to before it, the Committee has worked out a modified and revised Conservation Program, which was thereafter submitted at a meeting of representative CIGAR MANUFACTURERS, LITHOGRAPHERS and BOX-MAKERS, held on August 20th, at the McAlpin Hotel, which meeting was addressed by Alfred I. Esberg, Esq., Chief of the Tobacco Section of your Honorable Board.

The entire Conservation Problem having been fully and thoroughly discussed at said meeting, this Committee, being guided by the consensus of opinion expressed thereat, has finally prepared the following Conservation Schedule which is respectfully submitted for your consideration.

PROPOSED CONSERVATION SCHEDULE.

Boxes:

1. That no cigars of the Class A type as defined by the Internal Revenue Laws or Regulations shall be packed in wooden boxes of less than 100 each: provided, however, that a reasonable number of boxes containing 25 cigars each or less may be used to meet ordinary requirements for samples.

2. That no cigars of the Class B type as defined by the Internal Revenue Laws or Regulations shall be packed in wooden boxed of less than 100 each: provided, however, that a reasonable number of boxes containing 25 cigars each or less may be used to meet ordinary requirements for samples.

3. That no cigars of the Class C type as defined by the Internal Revenue Laws or Regulations shall be packed in wooden boxes of less than 50 each: provided, however, that a reasonable number of boxes containing 25 cigars each or less may be used to meet ordinary requirements for samples.

4. The use of package units smaller than those hereinabove specified of material other than wood, tin, or foil may be continued, subject to the regulations of the Fibre Board and Container Section of the War Industries Board: provided, however, that no labels or separate wrappers covering such packages or any parts thereof shall be used in connection therewith, and that all printing on such packages shall be done directly upon the package, shell, box or container, and shall not be of more than 4 colors.

5. The use of BOITE NATURE BOXES is deemed to be an economy, provided that the wood used for such boxes shall be reduced approximately to the thickness of the regular cigar boxes, and that such boxes have flat tops. As thus specified, the use of BOITE NATURE BOXES may be continued.

6. The use of varnish for any cigar boxes is to be discontinued.

Labels, etc.:

7. All tags, pasters, front marks, color marks, distributor's tags, and all outside labels, with the exception of box-end labels, are to be discontinued. Such box-end labels may be used on one end of the box only: provided, however, that the size of such label be limited to the size of the box-end, so as not to extend over to cover any part of the top or bottom of the box.

8. Printed or lithographed flaps, extension tags, or back strips are to be discontinued. Detached top sheets of uncoated paper, unprinted, may be used in lieu of flaps. A single imprint on the rear side of the box lining is permissible.

9. The use of colored or cedar paper for the purpose of covering the outside of boxes other than the tops is to be discontinued. The tops may be covered with such paper, but uncoated and unvarnished, and such paper tops may have but one imprint thereon.

10. Edgings being necessary to strengthen the box, the use of same must therefore necessarily be continued, but such edgings shall be of uncoated stock and the printing or lithographing thereon shall not exceed four (4) colors, nor shall it contain bronze, gold or metal leaf.

11. The wrapping of individual cigars in paper may be continued, and such paper wrappers may have one imprint thereon, but cigars so wrapped in paper shall not have any bands thereon.

12. The use of oil or wax paper for the outside covering (wrapping) of packages is to be discontinued.

Tin Containers:

13. Tin containers are to be eliminated, using in lieu thereof such substitutes as may be found available; or such other containers or boxes as may be found practicable, but which shall not be in conflict with the foregoing recommendations, and shall comply with the regulations of the Fibre Broad and Container Section of the War Industries Board.

Tin Foil:

14. The use of tin foil in any manner whatsoever in connection with cigars shall be discontinued.

Ribbons:

15. The use of pure silk ribbons is to be discontinued.

GENERAL PROVISIONS.

A. It is, of course, understood that the foregoing provisions apply only to cigars weighing over three pounds per thousand and that, except as hereinabove specifically provided for, no changes are required either in packing, labelling or manufacturing of cigars.

B. Stock on hand or in process at the time of the adoption of this Conservation Schedule affected by the provisions contained in Paragraphs 4, 5, 6, 10 and 11, may be utilized, but no new orders for such material shall be placed or accepted after the Conservation Schedule has been adopted.

C. The provisions contained in Paragraphs 7, 8, 9, 12, 14 and 15, are to take effect immediately upon the adoption of this Conservation Schedule, provided, however, that (a) box-end labels, and (b) cedar or colored paper box tops only, on hand or in process of manufacture, may be utilized, but no further orders shall be placed or received for same, except as herein specified.

D. The provisions contained in Paragraphs 1, 2, 3 and 13 of the foregoing schedule are to take effect on January 31, 1919.

SAVINGS.

It is conservatively figured that by the adoption of the foregoing recommendations, the following savings will be effected:

PAPER.

Coated Paper:			
Curtailment in the use of 25's and 50's	570	Tons.	
Elimination of coated flaps and extension or back strips	325	"	
Elimination of unnecessary labels	54	"	
Total	949	Tons.	
Less uncoated paper required to replace coated paper for flaps, etc.	190	"	
			759 Tons.
Coated Edgings:			
Curtailment in the use of 25's and 50's	185	Tons.	
Elimination of coated edgings	806	"	
Total	991	"	
Less uncoated edgings to replace coated	650	"	
			341 "
Oil or wax paper			8 "
Box linings			95 "
Nails			98 "
Hinge glue			36 "
Label glue			115 "
Tin			3000 "
Tin foil			75 "
Paste			610 "
Lumber			6125 "
Muslin			22 "
Total			11,284 "

From the above there should, of course, be deducted the necessary material that may be used to replace approximately 15,000,000 tin containers.

CONCLUSION.

In connection with our recommendations, it is deemed proper that we submit herewith a report of the lithographers' committee, and also several communications from the box-making trade.

In submitting the above Conservation Plan, we desire to assure your Honorable Board that it is our genuine belief that the savings provided for in the foregoing schedule are the maximum of saving that the CIGAR INDUSTRY can stand without suffering irreparable injury.

It must be remembered that the CIGAR BUSINESS is a business of brands or trade-marks, and that the only means of identifying any particular cigar is the band around it, the label on the box, or the general make-up or appearance of the package. These identifying marks, needless to say, are immensely valuable to the owners of the respective brands, for without them the cigars would not only lose their identity, which would mean the loss of most valuable trade-

(Continued on Page 14)

Kill the Hun
Kill his Hope

Bayonet and Bond
-both kill!

ONE KILLS the Hun, the other kills his hope. And to kill his hope of victory is as essential right now as to kill his fighting hordes. For while hope lasts, the Wolf of Prussia will force his subject soldiers to the fighting line.

We have floated other loans, built a great fleet of ships, sunk pirate submarines, sent our men across and shown the Kaiser's generals what American dash and grit and initiative can do. The Hun has felt the sting of our bullets and the thrust of our bayonets. He is beginning to understand America Aroused—to dread the weight of our arms and energy.

This is a crucial moment. Nothing can so smother the Hun morale, so blast his hopes, as a further message from a hundred million Freemen, a message that says in tones that cannot be misunderstood, "Our lives, our dollars, our ALL. These are in the fight for that Liberty which was made sacred by the sacrifices of our forefathers."

Buy U. S. Government Bonds Fourth Liberty Loan

Contributed through Division of Advertising United States Govt. Committee on Public Information

This space contributed for the Winning of the War

(*Continued from Page 12*)

with the result that the Government would lose millmarks, but the consuming public would be placed at the mercy of unscrupulous dealers who would probably grasp the opportunity of palming off inferior goods in place of the brands called for.

Moreover, the Internal Revenue Taxes on cigars are quite high, and under the Revenue Bill now pending, are to be still higher—in fact, doubled. By the removal or elimination of the identifying labels, bands, or other wrapping material, the refilling of stamped boxes by unscrupulous people would become an inviting feature and perhaps a matter of general practice, lions of dollars in revenue.

Thus, with an intense desire to curtail or eliminate everything that could possibly be reduced or dispensed with, we have retained only such labels, bands or identifying marks as are absolutely essential and indispensable to preserve the identity of the brands or trade-marks.

Special mention may be made in regard to the banding of cigars. This question has indeed received most careful consideration, and the great consensus of opinion of the trade seems to be that the band cannot be eliminated, particularly in view of the elimination of many of the important identifying marks or labels, the use of which is to be discontinued under the foregoing provisions.

We have thus denuded the boxes practically of every outside label, with the exception of one label at the box end. We have also eliminated the customary printed or lithographed flap and back strip, and we have provided for the changing of the edgings from coated to uncoated paper, and restricted the number of colors thereon. This schedule also precludes manufacturers from covering the outside of the boxes with cedar or colored paper, so that it is absolutely essential that we retain at least the band on the cigar in its present form as an identifying mark of the individual cigar not only for the protection of the owner of the brand, but more so for the protection of the consuming public from being handed substitute cigars instead of the cigars called for.

We respectfully ask, therefore, that the foregoing Conservation Schedule be approved and adopted by your Honorable Board, and that it be put in force not only in the United States, but in Porto Rico and the Philippine Islands as well.

All of which is respectfully submitted.

CHARLES J. EISENLOHR,
President.

HENRY ESBERG,
Chairman of the Conservation Committee.

Attest:
CHARLES DUSHKIND,
Secretary.

COMMITTEE.

GEO. H. HUMMEL, of the P. Lorillard Co.
D. EMIL KLEIN, of E. M. Schwarz & Co.
I. C. ROSENTHAL, of Rosenthal Bros., Inc.
A. I. LEWIS, of I. Lewis Cigar Mfg. Co.
J. W. MERRIAM, of John W. Merriam & Co.
R. M. C. GLENN, of American Cigar Co.

Conservation Program Will Be Returned For Ratification

Washington, D. C.

THE conservation program for the cigar industry has not yet been completed, considerable data therefor being forthcoming from the industry itself. The session of cigar manufacturers with A. I. Esberg, chief of the tobacco section of the War Industries Board, starting at ten o'clock in the morning of October 7 and concluding after three o'clock, developed many savings that can be made.

The conservation program provides for the elimination of a large number of sizes in packages. It was suggested that class A and class B cigars be packed in wooden containers in numbers of not less than one hundred each. Class C cigars are also to be packed fifty or one hundred each in wooden containers. A provision was also made for the continuance of the use of the boite nature style box, but the maximum weight and maximum thickness thereof is to be arrived at later. The use of this style will be confined to certain grades.

The use of tin containers and of tin foil is to be discontinued throughout the industry. A conference will later be held with the paper and pulp section of the War Industries Board on matters pertaining to the use of pasteboard substitutes for the tin containers for package goods. The advice of this section is also to be taken up on other matters pertaining to the use of paper goods. Provision is being made for a very substantial reduction in the use of lithographs and printed paper for purely decorative purposes.

When in proper form it is understood that the recommendations will be tabulated and sent out broadcast through the trade for ratification before being adopted as official.

C. L. L.

Every time you throw away a bit of tin foil in which tobacco or other merchandise has been wrapped, you are unconsciously helping the Hun. Save your tin foil and turn it over to your Red Cross chapter. It's worth money, and being patriotic means being thoughtful about little savings as well as big ones.

There has been such close competition between the sugar planters and tobacco planters and the sugar factories and cigar factories for labor in Cuba that the increased labor cost of cigars amounts to about $10 a thousand.

Put Your Factory On A Modern Basis

IF ever there was a time for *intensive manufacturing* it is *now.* Adapt your factory to present-day conditions. Abolish the old, wasteful, uncertain method of hand stripping. Take a leaf from the book of over 750 progressive, prosperous manufacturers and install the

Universal Tobacco Stripping and Booking Machine

For the big manufacturer owning and operating over 250 machines right down to the many small factories using only one machine, the "Universal" is a proven-out labor and stock saver and money-maker.

It reduces costs, increases production, guarantees a better product, lessens number of employees, saves factory space, insures satisfaction and contentment among Stripping Department employees.

You need the Universal and you need it *right away.*

Get a demonstration in your factory under your own supervision and with your own tobacco. Learn why the Universal is standard equipment in progressive factories everywhere. It will pay you to do so.

Catalogue and prices on request.

UNIVERSAL TOBACCO MACHINE CO.
79 Fifth Ave., New York
Factory, 98-104 Murray St., Newark, N. J.

Lancaster County Grower's Getting Restless

ADVICES from Lancaster County show that buying is practically at a standstill, and that some of the growers are getting uneasy because the packers are making no attempt to buy. The logical conclusion therefore, is that there is going to be a drop in the growers' demands, as the packers seem well able and willing to hold out.

Growers who had not finished harvesting got a great hustle on about the first of the month in fear of frost, and enlisted every sort of labor, including large numbers of women and children in the work, with general success. There have been no hailstorms, so that there will be no hail-cut or frosted tobacco of any consequence for the packers to deal in.

The "Lancaster Examiner," in a recent article, said:

"The same uneasiness which possesses the growers is beginning to be apparent in some circles among the packers, and it is not as the growers suspect that they are anxious to buy tobacco, but rather that they wish to sell what they have on hand. Last year the packer could wait for business to come to him. He did not go in search of it. Today some of them are making offers of their cased goods to the manufacturers and other larger packers. Conditions have made a great change.

"Last year there was great competition among the packers to obtain the new tobacco and prices kept ascending. This year no one is buying. Consequently the packer who has tobacco wants to get rid of it, fearing that when the new tobacco is bought it will be at prices that will permit of it being resold at less than the 1917 goods on his hands. He does not want to be caught this way and is making the effort to sell his packing. Everywhere the inquirer is told that business is at a standstill and that no one ever saw it so dead before.

"When the reason is asked the answer promptly is given that the labor is not here to make cigars, and manufacturers will not buy more tobacco in fear that with their diminishing forces they will be unable to work up the tobacco into cigars. All of the manufacturers are ready to say that there are plenty of orders for cigars but no cigarmakers."

Dealers Asked To Conserve Papers

Washington, D. C.

Orders for the conservation of paper which affect every merchant in the United States have just been issued by Bernard M. Baruch, chairman of the War Industries Board. These orders will be followed by other regulations in the near future, until the business enterprises of the country are operating upon a minimum of paper.

Retail stores have been directed to discontinue all unnecessary wrapping of merchandise, and to reduce their consumption of wrapping paper, bags, paper boxes, office stationery and other supplies to a minimum. Where merchandise comes from the manufacturer or wholesaler already packed in boxes or wrapped in paper, it is the suggestion of the board that no additional wrappings be used, and where merchandise sold is boxed it should be tied with string, or otherwise secured against the loss of contents, without wrapping the box in paper.

While economy in the use of paper in stores has been the subject of consideration with the board for some time, it has been necessary to hasten the work somewhat because of the realization that the Government will soon be obliged to divert to munitions manufacturers a large quantity of chemical pulp formerly used in making wrapping, tissue, book and other strong papers. The increasing production of munitions and the short cotton crop have made this action necessary, and economy in the use of paper will release chemicals, fuel, cars and men for war purposes.

C. L. L.

Camp Sidelights

There are fifty-seven varieties of certain famous pickles and the same number of definitions of psychology. The professors of psychology claim to be able to determine the efficiency of men. A writer in the "Philadelphia Record Sunday Magazine" says in "Camp Sidelights" says the rookies call them "nut pickers." They put the men through tests to prove their mental fitness and it is reported that one major who has won high honors in France, was adjudged forty-six per cent. deficient. Many of the tests have been abandoned.

Under "questions to determine Common Sense," was the following:

If you found a drunken man on the street and he struck you, what would you do? (Cross out the solution not applicable):

1—Take him home.
2—Knock him down.
3—Reason with him.
4—Turn him over to the police.
5—Leave him.

One "rookie" disdained all the solutions and wrote on his paper these thirsty words, "I'd ask him where he got it."

"I gave you a two dollar bill"

"And you gave me change for a one."

Disputes like this occur in cigar stores every day. The customer is probably right. But who is going to decide?

Errors in making change—like most of the everyday mistakes in a store—are due to carelessness. And carelessness is almost always the result of a poor cash system.

Carelessness causes loss of temper, loss of customers—and loss of money. It is bad business.

A National Cash Register provides the store with a good cash system. It makes clerks careful. Mistakes and loss of customers are stopped. Disputes are easily adjusted.

Your customers, your clerks and yourself are protected—and satisfied.

A National Cash Register gives quick service, economy and complete control of your business.

A National Cash Register stops guesswork and losses.

For further information fill out this coupon and mail it today.

Department No. 13103
The National Cash Register Company
Dayton, Ohio.

Please give me full particulars about the N. C. R. System for cigar stores.

Name.....

Address.....

TRADE NOTES AND NOTICES

THE curtailment in the amount of paper used by cigar and tobacco industry means a great reduction in the amount of business done by lithographic houses.

The changes in labels, etc., will, however, make some additional work for them to do, and in this connection we suggest to those manufacturers who are subscribers to trade papers, and to THE TOBACCO WORLD in particular, that they give first consideration to those lithographic houses which are continuous supporters of trade papers.

The following lithographers have been consistent users of THE TOBACCO WORLD, and we recommend their work to the careful consideration of all manufacturers. Their addresses will be found on page 27:

American Lithograph Company.
Compania Litografica de la Habana (Garrett H. Smith, United States Representative).
Heywood, Strasser & Voight Litho. Company.
George Schlegel.
William Steiner, Sons & Company.

It is not necessary to point out that the ability of trade papers to maintain their high editorial standards is in proportion to their advertising. At a time such as the present, recognition of their advertisers by subscribers will be particularly gratifying. The above-named lithographers have, and are, investing in trade papers to maintain their good will and prestige. By so doing, they have helped to maintain the only trade mediums which reach all branches of the industry. They have shown that they are not afraid to put their products in competition in the eyes of the industry. Above all others they are entitled to first consideration by all trade-paper subscribers.

Ery Kehaya, president of the Standard Commercial Tobacco Company, is chairman of the Greek Division of the Fourth Liberty Loan Campaign, and W. A. Whitaker, treasurer of the company, is an active member of the Tobacco Trade Committee for the loan.

Goldsmith & Block, leaf tobacco, have bought the building at 193 Front Street, New York, which they have occupied for the past five years under lease.

The firm of H. Duys & Company, of New York, had a one hundred per cent. Liberty Loan Flag floating in front of its offices, within three days of the start of the fourth loan.

Missouri cob pipe manufacturers are very busy people. The Government has ordered a million and a half of pipes, and the Knights of Columbus 250,000. The factories have a present capacity of forty thousand a day.

At Clarksville, Tenn., the top price of the season at a recent sale of old crop was $26 per hundred for 1460 pounds, the highest price for dark tobacco since 1866. Lugs sold from $13 to $15.50, and leaf from $17 to $26. Farmers are expecting or perhaps hoping to receive $25 for this year's crop.

In Connecticut the tobacco crop shows indications of a larger percentage of wrappers than in former years, the crop is unusually sound, with the lighter colors predominating. Very few sales have been reported.

The Vigo Tobacco Company, with a capital of $100,000, has been incorporated at Terre Haute, Ind. L. O. Hamilton, E. W. Harris and D. W. Eggleston are the directors of the new company.

At the October meeting of the Board of Trustees of the Leaf Tobacco Board of Trade, in New York, F. R. Hoisington, of the Cayey Caguas Tobacco Company, resigned as a board member and trustee, and G. W. Spitzner was elected a trustee to fill the vacancy.

A new "Bull Durham" window poster of the American Tobacco Company announces that there is now enough "Bull Durham" on hand to supply both the army and a portion of the demands of civilians.

The Bailey, Banks & Biddle Company, the oldest jewelry store in Philadelphia, has on display at the Chestnut Street store an elaborate and beautiful assortment of pipes for Christmas presents. Some of them have narrow enamel service bands for the boys over there.

In the case of the Danville, Va., local commissioner of revenue against the American Tobacco Company, he having assessed its local purchases as tangible personal property, the Virginia Court of Appeals decided against the commissioner, and the Virginia Supreme Court has affirmed the decision. The company listed its Virginia purchases as capital, at Richmond, Va., and claimed that the revenue should be paid into the Richmond treasury.

Official tobacco statistics issued by the French tobacco administration show that in 1917 there were 32,363 tobacco planters in France cultivating 10,002 hectares (one hectare equals about 2½ acres), from which the Tobacco Regie took delivery of 14,214,000 kilogrammes of tobacco leaf. The total consumption of tobacco in France in 1916—the last year for which statistics of consumption are available—amounted to 58,787,000 kilogrammes, so that less than one-fourth of the tobacco consumed is produced in France. The French Tobacco Regie produces to the Treasury about £10,000,000 per annum.

CANS THAT HOLD 25 CIGARS
ARE DEMANDED BY YOUR TRADE

The logical substitute that saves the manufacturer money and the jobber freight charges, is **"Damptite"**

SEE 'EM!
Round or Square

Tin rim, tin bottom, tin top, make DAMPTITE strong as the all-tin can. The parchment lining assures all the humidor qualities.

Tests Have Proven DAMPTITE containers to be satisfactory in every way.

Our Agents will show samples and prices promptly on request.

GET YOUR SAMPLES AND PRICES TODAY TO INSURE YOUR TRADE
A STEADY SUPPLY OF 1/40th PACKINGS

WIEDMANN-ST. LOUIS CIGAR BOX CO.
1117-23 NORTH BROADWAY ∴ ∴ ∴ ST. LOUIS, MO.

GARRETT H. SMITH, Inc.
106 E. 19th Street
NEW YORK CITY
Agent for the States of New York, New Jersey, Pennsylvania, Delaware, Maryland and Florida

AMERICAN BOX SUPPLY CO.
383 Monroe Street
DETROIT, MICH.
Agents for the States of Michigan, Indiana and Ohio

KELLY'S BOUQUET
Key West Cigars
DISTINCTIVE AND MILD
Manufactured by Cuban experts on the Island of Key West (just 89 miles from Havana)
Selected Havana Filler with Genuine Shadegrown Wrappers combine to make a cigar of
EXCEPTIONAL CHARACTER AND MILDNESS
Attractive Line of Shapes at
10c--2 for 25c—15c and 20c
HAVANA-AMERICAN CO.
(Branch American Cigar Co.)
111 Fifth Avenue - - New York City

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Meeting 1st Thursday of each month at Masonic Temple, 310 Lenox Ave., New York.

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Meeting 4th Tuesday of each month at Hotel McAlpin.

Cigar Store Salesmanship

(Continued from Page 9)

Your regular customers will decrease in number through death, removals, swearing off, financial disasters, etc. Please them as well as you may, some will surely be lost and their places must be taken with others just to hold the trade at its original point. You *must* keep adding new customers, and that means that you ought to keep adding names of possible customers from whom to recruit. The securing of a new prospective customer is really more important than making a good sale.

Learn to make friends outside of the store with as many new men as you can. Don't be a clam. Strike up acquaintances and learn to make yourself agreeable to people wherever you meet them. Instead of following the beaten track day after day, change your route. Change your actual trip from the store to your home and back. Change the place where you buy your lunch or the store where you make other purchases. Make acquaintances with all the enthusiasm of a politician running for office.

When you have a chance to place any man under slight obligation to you, do it. It will help bring you his business. Even if he does not smoke, do it just the same. He has friends who smoke, and sometimes he buys smokes to give to somebody else.

Don't be afraid to set up the cigars occasionally at your own expense. See that the cigars you have with you and give away are such that you can get them identified at once as one of the well-known brands of your store. You never know when you may thus supply an acquaintance with a cigar that will just fit his taste.

The salesman only boosts his own success when he seeks to make his personal methods more acceptable, and we develop new trade or hold old trade according as our individual actions are attractive, and according to the amount of effort we put behind the work.

CREDIT WHERE IT IS DUE

We wish to extend a word of congratulation to the editorial and business departments of "Tobacco," an esteemed contemporary, regarding their special Connecticut number, published September 26th.

Editorially, it is instructive and entertaining, and it is to be regretted that but few members of the trade will realize the vast amount of editorial effort that the reading pages of this issue represent. All of the editorial matter is the result of either personal study of conditions on the grounds, interviews with prominent growers and packers, or careful research among old records. It represents real hard work night and day for a period of weeks. The reader, who is inclined to look over the pictures and advertisements and put the paper in the file, has lost an opportunity to gain much valuable information.

The advertising pages reflect no less the great amount of work necessary to produce such an attractive and valuable number.

We again congratulate the entire staff of "Tobacco" on their splendid contribution to tobacco trade paperdom and to the tobacco industry as a whole.

SHADEGROWN
Connecticut, Florida
and
Georgia Wrappers
are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.
Are YOU one of them?
American Sumatra Tobacco Co.
142 Water St., New York City

44

LIPSCHUTZ'S 44 CIGAR
ADLON 10c CIGAR

The achievement of the Lipschutz Standard in cigars represents twenty-five years of close co-operation with the *trade* and the *consumer;* it is the result of an ideal that cannot be satisfied with anything short of perfection, and the result is a nation-wide prestige.

Through the growth of public approval the consumption of cigars made by the Lipschutz Standard is increasing every year.

The "44" oval products are marketed under a name that carries with it a responsibility for quality.

"44" Cigar Co., Philadelphia

DEALERS
There's a Big Demand for
FLOR DE
MELBA
The Cigar Supreme

They're quite a bit better than others. All popular shapes. Sell for 3 for 25c, 10c straight, 2 for 25c, 3 for 50c and 25c straight.

Our national advertising helps you sell FLOR DE MELBAS.

Thousands of satisfied FLOR DE MELBA smokers help you increase your business.

See your jobber now, or write us

I. Lewis Cigar Mfg. Co. - Newark, N. J.
Largest Independent Cigar Factory in the World

Help For The Retailer

MERCHANTS today are facing business conditions that are without precedent, as a result of the war. No business can be successfully carried on along the old lines. It must be adjusted to meet existing conditions.

The merchants of the United States have for the last few months been facing the same conditions and struggling to solve the same vital problems that have been met and overcome by the merchants of Canada and England in the last four years.

The Commercial Economy Board asks the stores of this country to conserve man power, materials and money, and to stop waste wherever it may be found. The things the Government asks the stores to save and stop are the products of old, slow, wasteful methods. They are the very things that the English and Canadian Governments asked the merchants of their countries to stop four years ago.

Merchandise, overhead, and operating expenses have gone up and will increase still further. In order to maintain normal profits, it is necessary to cut down expenses as far as possible, stop losses, avoid lost motion, eleminate waste, and work faster. No store can hold on to the old, wornout methods and operate at the speed that is required by the present day conditions.

The war has called thousands of trained help out of the stores—the new help is untrained. At the very time that the Government is spending billions of dollars and everybody has work and money, so that business is unusually good, merchants have not enough trained help to handle their trade.

That is the present problem of the merchant. How can he carry on business more efficiently than ever before, meet bigger business with less help, and avoid all waste? On the way he solves this problem depends not only the extent to which he will benefit by the coming time of general prosperity, but whether or not he can with justice feel that he is doing all in his power to help win the war.

This matter is of vital importance to the merchant. He owes it to himself as well as to his country to make certain that neither his time, goods, nor money are wasted. If he is to actively co-operate with our Government in this crisis and at the same time benefit himself, he must conserve labor, eliminate waste, and speed up his business. He can only achieve these results by having a more efficient system than he has heretofore used.

Cash Registers do almost everything in their particular line, except talk. They help to make first-class clerks out of poor ones. They are so simple to operate that even an inexperienced clerk can make correct records by simply pressing the keys. The registers show how much business the clerks do, how many people they serve, and how big their sales are. They not only make clerks quick, careful, and reliable, but they are themselves mechanical clerks. They enable stores to operate with less help, handle a greater rush of business and yet gives good quick service.

The clerks have fewer steps to take; they do not have so much writing to do; they can make two sales where before they made one. These are some of the reasons why merchants who are anxious to comply with the Government's request to conserve man power, materials, and money and to stop waste, have found their greatest assistance in cash registers.

A WAR BABY!

The high import tax imposed on Manila cigars at the time of the Civil War killed the business in the United States.

The Spanish War and the acquisition of the Philippine Islands served to re-introduce Manila cigars to American smokers.

And now this World War with the greatly increased cost of smokes of all kinds, and the enterprise of the Manila manufacturers in supplying a cigar of rare smoking quality and at a comparatively low price has given the Manila cigar prestige it never before could win.

Every Cigar Dealer Can Now Get Dividends from a Real WAR BABY

Stock Manilas—There's Money in It!

Manila Cigars at Odd Cent Prices and at Regular Prices Will Balance Your Stock

List of manufacturers and importers on application

MANILA AD AGENCY :: 546 West 124th Street, N. Y.

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

JOSE F. ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 18 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

Advertise Your Brands
in
The Tobacco World

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

H. NEUBERGER COMPANY
Incorporated
130 Water Street
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IMPORT EXPORT
LEAF TOBACCO

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306NO. THIRD STREET, PHILADELPHIA

To Retail Merchants

By Daniel C. Roper,
Commissioner of Internal Revenue.

THE Revenue Act now pending in Congress is expected to produce $8,000,000,000. This means a tax on the average of more than $76 for every man, woman and child in America. The average per family is nearly $340.

In many businesses taxes will be one of the largest items of expense. It is of the utmost importance, therefore, that every concern in business, large or small, whether corporation, partnership or individual, shall maintain an exact record of its receipts and expenses; in other words, keep accurate accounts. Taxes should be considered as an expense of the year for which they are assessed rather than for the year in which they are actually paid, and the necessary reserves should be provided for at once.

Because of the large amounts to be collected, the Bureau of Internal Revenue will be compelled to check the income tax returns filed by taxpayers more closely than heretofore. The retail merchant who is able to place before the Internal Revenue Inspector book records showing exactly how he arrived at his statement of net income will greatly facilitate the Government's task of collecting the war revenues and save himself annoyance and expense.

No special system of accounts is prescribed by the Internal Revenue Bureau, but the books should show in detail inventories, purchases, sales, capital investments, depreciation, and similar items required in making up the income tax return. Every merchant should study the income tax law and regulations, and see to it that his accounts are kept in a manner that will enable him to determine his net income for taxation purposes.

Aside from the necessity of keeping systematic accounts in order to comply with the Government's requirements, every progressive merchant should adopt an approved accounting system for the good of his own business. In no other way can he further his financial interests more effectively. It has been proven time and time again that accurate accounts are absolutely essential to success in business. The merchant who has a good accounting system is able to eliminate waste and unnecessary expense and can so control his purchases and his credits as to greatly lessen the chance of failure. The inventory, which cannot be taken without some form of accounts, is the compass of a business. Without it the direction in which the business is heading either for success or failure cannot be determined.

In the complexities of modern business, costs must be calculated with certainty in order to determine what the selling price of an article should be in order to yield a reasonable profit. This is impossible without books of account.

The profits of a business or the losses of a business cannot be determined without book records; and now that the Nation requires every citizen to contribute to the war budget within his means and income, the returns required by the Government under the revenue laws cannot be made with any degree of accuracy without books of account and annual inventories.

The bad debt loss of the Nation, which runs into large figures annually, is due in large measure to inexperience and inability. If merchants would keep even the simplest books of account, the bad debt wastage would be reduced materially, for inability and inexperience are usually marked by the absence of an accounting system.

Owing to the withdrawal of man power from industry, it is essential that every business man be more frugal and exert himself more effectively to conduct his business efficiently. Extra effort put forth in carrying on the business so as to increase volume at less expense, will decrease the chance of failure, increase the earnings of the merchant as a reward for his effort, and enable him to share more liberally in the governmental financial program made necessary for the successful prosecution of the war.

The man who knows the exact condition of his business from day to day has an immeasurable advantage over the individual who has no records upon which to base his operations. It is the duty of every citizen, especially in these war times, to keep in such close touch with his business through record keeping and otherwise as to maintain the greatest efficiency and render to his Government every cent due in taxes.

RETAIL TOBACCO PRICES WILL GO HIGHER

THE recent advances in the price of cigars, cigarettes and tobacco are the result of present conditions. The probability is that there will be a further advance in retail prices when the new war schedule goes into effect.

Under the provisions of the bill, cigars that retailed from four to seven cents will be taxed eight dollars a thousand, instead of four dollars. On the higher grades of cigars, that sell for twenty cents or more, the tax will be raised from eight dollars to sixteen dollars a thousand.

It should be observed that the schedule may be amended, but there is small probability that any change will be to a lower rate.

Smoking and chewing tobacco and snuff will be raised from thirteen cents a pound to twenty-six cents, but the large manufacturers generally will make no changes in price until the schedule is definitely established, and then to avoid confusion they may reduce the size of the packages to correspond with the tax charges. In smoking and plug tobaccos this reduction would be moderate, and probably more satisfactory to the retail buyer than an increase in the price.

PIPES TO THE FRONT

As far as we can see there will be no special war taxes on pipes. With cigars and cigarettes to be "soaked" to the tune of double—possibly triple—taxes, it appears that the nation will contain more pipe smokers in the near future than ever before. Even with pipes and smoking tobacco "up," it is only a trifle, after all, and in the long run won't worry one smoker out of fifty. Therefore, bring pipes and tobacco to the front—also cases for pipes, jars for tobacco, pipe cleaners, and anything else you may have for the "piper." Don't "lay off" a man because he has a pipe—sell him one or two more. Many confirmed pipe smokers have a collection five to fifteen strong (the latter word being used without any attempt at humor).—From "Moos Trade Tips."

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

TURKISH CIGARETTES
CADO COMPANY, INC.
145 Lafayette Street - New York City
BRANDS { Fifty-Six - - - - 10 for 25c
Cado - - - - - 10 for 15c
Water Lily - - - - 20 for 15c

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
East End Avenue and 81st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

JEAN FAIR:—40,799. For all tobacco products. September 13, 1918. American Litho. Co., New York City.

LIBERTY GUARD:—40,800. For smoking and chewing tobacco. September 9, 1918. Fluhrer Tobacco and Snuff Co., Boonville, Ind.

NOD-A-WAY:—40,801. For smoking and chewing tobacco. September 9, 1918. Fluhrer Tobacco and Snuff Co., Boonville, Ind.

THE CENTRAL'S OWN:—40,802. For cigars. September 13, 1918. Central Cigar Mfg. Co., New York City.

JEAN CLUB:—40,803. For all tobacco products. September 13, 1918. American Litho. Co., New York City.

VAN CLUB:—40,804. For all tobacco products. September 13, 1918. American Litho. Co., New York City.

JEAN WORTH:—40,805. For all tobacco products. September 1918. American Litho. Co., New York City.

JEAN DAM:—40,806. For all tobacco products. September 13, 1918. American Litho. Co., New York City.

JEAN DE ORO:—40,807. For all tobacco products. September 13, 1918. American Litho. Co., New York City.

SUPER SEVEN:—40,808. For all tobacco products. September 10, 1918. American Litho. Co., New York City.

TALTOS:—40,809. For all tobacco products. September 18, 1918. H. Rippen, Perth Amboy, N. J.

LOVAG:—40,810. For all tobacco products. September 18, 1918. H. Rippen, Perth Amboy, N. J.

HEXAGON:—40,811. For cigars. September 20, 1918. I. Kall Cigar Co., Binghamton, N. Y.

HEPTAGON:—40,812. For cigars. September 20, 1918. I. Kall Cigar Co., Binghamton, N. Y.

C. HUBERMAN'S 2-40-9. For cigars. September 13, 1918. Charles Huberman, Boston, Mass.

LA IMPERIA:—40,814. For cigars. July 2, 1918. Lubetsky Bros. & Kleiner, Grand Rapids, Mich. This trade-mark is claimed to have been in actual use since it was adopted by The Lagora Tree Co., from whom by various transfers the title thereto was acquired by the registrant.

PIAVE:—40,815. For cigars. September 26, 1918. Albert Cacioppo, New York City.

POMPEII:—40,816. For smoking pipes. October 3, 1918. Manhattan Briar Pipe Co., Brooklyn, N. Y.

MOHAWK:—40,817. For smoking pipes. October 4, 1918. Manhattan Briar Pipe Co., Brooklyn, N. Y.

TRANSFERS

LIVORNO:—40,798 (T. M. A.). For smoking pipes. Registered September 11, 1918, by Manhattan Briar Pipe Co., Brooklyn, N. Y. Transferred to David P. Ehrlich Co., Boston, Mass., October 3, 1918.

San Francisco has some very interesting visitors during these war days. A short time ago Kan Chin Nam, of Hongkong, who is known as the Cigarette King of China, was a visitor there and showed his interest in the cause of the Allies by making two gifts of cigarettes to the American troops with the consent of the United States Government. These two gifts aggregated 5,000,000 cigarettes.

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

FOR SALE—Contents of a small, neat factory, mostly new, in office building. Fine location. Electric light, steam heat; cheap rent. All at cost. Owner retires. Registered brands and imported bands at cost. Established 40 years. Robert Link, 2050 Amsterdam Avenue, New York City.

FOR SALE—SHORT FILLER SCRAP, made from all Ohio tobacco, price 30 cents. Also have fine lot Dutch tops for sale. Will buy low grades of all kinds. C. C. Ehrhart, Versailles, Ohio. Factory No. 9, Tenth District.

FOR SALE—Twenty-four Miller, DuBrul & Peters suction tables, in perfect condition. For a quick sale a very low price will be accepted. Address Box 151, "The Tobacco World."

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

WANTED

WANTED—Control of a factory in Pennsylvania, either in York or Lancaster Counties; factory making between 25,000 and 100,000 cigars weekly. Will want owner to run factory on so much per thousand basis. Address Box 235, care of "Tobacco World."

CIGAR FACTORY WANTED—Will pay "spot cash" for a cigar factory able to make from ten to twenty million cigars a year. Address, with full particulars to Box 236, care of "The Tobacco World."

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made.
J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

HELP WANTED

CIGAR FOREMAN—Wanted in Philadelphia factory on suction work. Good opportunity for competent man. Address Box 234, care of "Tobacco World."

SITUATION WANTED

FACTORY MANAGER OR FOREMAN—A young man wants a position as general manager or foreman in a cigar factory. Has had seven years' experience in all parts of factory. Prefers the West; now employed in the East. Address Box 238, care of "Tobacco World."

The Tobacco World

Established 1881

Volume 38 | October 15, 1918 | No. 20

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

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PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
INCORPORATED
LOUISVILLE, KY., - - U. S. A.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W
WM. WICKE RIBBON COMPANY
Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain
WOODHAVEN AVENUE, GLENDALE, NEW YORK

GARRETT H. SMITH, U. S. and Canadian Representative for
COMPAÑIÁ LITOGRÁFICA DE LA HABANA
Finest Imported Cigar Bands and Labels. Also GUMLESS Bands
NEW YORK OFFICE (Phone, Stuyvesant 7476) 106 E. 19th ST.

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET, LOUIS G. CAVA, Mgr.

A BARGAIN IN CIGAR LABELS AND BANDS.

On account of the prevailing high cost and scarcity of material, labor, etc., we have decided to close out and discontinue a large number of attractive stock labels with title and design rights.

We are also closing out at exceptionally low prices the entire line of stock labels formerly made by Krueger & Braun, of which firm we are the successors.

We still have a quantity of attractive stock cigar bands, which we will also close out at prices far below the present cost of producing such bands. Write for samples and prices.

WM. STEINER SONS & CO., 257 W. 17th Street, New York City.

HEYWOOD, STRASSER & VOIGT LITHO. CO.
26TH STREET & 9TH AVENUE, NEW YORK
MANUFACTURERS OF
CIGAR BOX LABELS
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EL ROI-TAN

OVER THE TOP

ROI-TAN goes "over the top" of the case faster than any other brand. Year after year ROI-TAN holds the world's championship for quality and popularity.

Live dealers feature ROI-TAN because it spells big volume and quick turnover. From the standpoint of both dealer and smoker ROI-TAN *"THE PERFECT CIGAR"* is the one best bet—now, tomorrow, always.

VOLUME 38 NO. 21

The TOBACCO WORLD

NOVEMBER 1, 1918

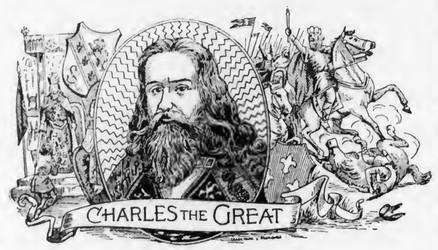
Headquarters for

Sumatra and Java Tobacco

H. DUYS & COMPANY
170 Water Street
NEW YORK CITY

MADE IN BOND

FINE HABANA CIGARS



Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.

PHILADELPHIA

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.

NEW YORK CITY

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE 222 PEARL STREET NEW YORK

FACTORY TAMPA FLORIDA

WAREHOUSE LEALTAD 129 HAVANA

CHANCELLOR

The Acknowledged Leader
Among Mild Sumatra Wrapped Havana Cigars

ROCKY FORD CIGAR

HAND MADE — DELICIOUS FLAVOR

MANUFACTURED IN OUR NEWARK, N. J., FACTORIES

We also manufacture, at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 2 for 5c—3c each and 3 for 10c., giving the Jobber and Retailer an exceptional margin of profit.

UNION AMERICAN CIGAR CO.
General Offices, Pittsburgh, Pa.

For Gentlemen of Good Taste

San Felice

7c Cigars

The Deisel-Wemmer Co.,
LIMA, O.

Two National Favorites:

WAITT & BOND

BLACKSTONE

Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**

Selected Havana Seed Wrapper
Long Filler

These cigars are made in the world's finest cigar factory under the eyes of visitors.

WAITT & BOND, Inc.
BOSTON

"Above All"

BOLD

Cigars

continue to hold their reputation and demand. Nationally known and smoked by all particular smokers.

Topic

The new ten-cent cigar is daily increasing in demand. It pleases. Try it and let us convince you.

Little Bees

The popular package of ten little cigars. The national smoke.

BOBROW BROTHERS
Manufacturers
Philadelphia, Penna.

PANAMA

Aluminum Inbore

CANAL

Established 1851

TRADE C.P.F. MARK

Seasoned ITALIAN Briar, Solid Vulcanite Mouthpieces and Highly Polished Nickel Bands

KAUFMANN BROS. & BONDY, 33 E. 17th St., New York, N. Y.

THE OLDEST PIPE HOUSE IN AMERICA

"The Cigar that holds the confidence of the smoker pays retailers best"

This is the brand that is leading the trade everywhere to a full appreciation of the value of standard made cigars

The "CHARLES DENBY" satisfies the smoker because it is good, and the merchant because it sells.

H. FENDRICH, EVANSVILLE, IND.
Makers of good cigars for over 67 years

EL TROVADOR
CIGAR
MADE IN HAVANA
A High Grade Imported Cigar made of the finest Vuelta Abjoa Tobacco grown on the Island of Cuba
CHARLES LANDAU & CO.
93 SAN RAFAEL STREET HAVANA, CUBA
45 WALL STREET NEW YORK

S. LOEWENTHAL
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Importers of Havana and Packers of Leaf Tobacco
123 MAIDEN LANE, NEW YORK

USE PHILIPPINE TOBACCO
Binder—Filler—Scraps
IMPORTED DIRECT FROM MANILA
BY
S. J. FREEMAN & SONS, 123 Liberty St.,
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222-228 West 14th Street
NEW YORK CITY
Specially equipped for the rapid handling of Tobacco
FREE AND BONDED SPACE
Low Insurance Inquiries Solicited

Sale of Java and Sumatra Tobaccos

Sealed bids will be received by the undersigned up to noon, Wednesday, November 6th, for the purchase from the United States Shipping Board of about 13,720 bales of East India Tobacco of which some 520 are Sumatra marked **S | S Deli 1-3;** 293 are Sumatras marked **TKL | OK | Sumatra 1;** 2136 are Voorstenlanden marked respectively **NGOEPIT | V | A; A | WA | V; BANARAN | V; TOMY; SELOKATON | GG; BOELOES | V; SAMBER;** 698 are Besoekis marked **PH | E; PAJOR | HK | A; DR | LG | 1916;** and the remainder are Scrubs.

Bids should be tendered at so much per pound **IN BOND** for the various parcels, Sumatra, Voorstenlanden, Besoeki and Scrubs, and the right is reserved to reject any or all such bids.

For further information apply to HENRY H. LITTLE, 426 Custom House, New York.

UNITED STATES SHIPPING BOARD
W. N. DAVEY
GERARD C. HENDERSON
HENRY H. LITTLE, Committee

Volume 38

THE TOBACCO WORLD

Number 21

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, November 1, 1918 Foreign $3.50

Big Competition For Cigar Stores Has Developed From Cigar Businesses Operated As Side Lines

PHILADELPHIA has approximately 11,000 retail outlets for cigars and tobacco. Some highly respected retailers of cigars have observed that if there were fewer cigar stores there would be better stores, and as great, if not greater distribution, and that the retail trade would be much better off in many ways.

Eleven thousand outlets does not mean 11,000 cigar stores. As a matter of fact less than 2500 can be classed as cigar stores, and even these are not strictly dealers in cigars and cigarettes. There are 8500 outlets where cigars are but a minor part of the general business conducted.

The great trouble with the average cigar dealer is that he spends too much time in complaining and not enough in devising ways and means to build up his business and improve it. And the fact that the dealer does not take enough interest in making progress is evident in the fact that he has 8500 competitors outside of the retail stands classed as cigar stores.

Many retail outlets have begun merely as conveniences for the smoking public. The fact that they have grown is due partly to the fact that they are convenient, and also to the fact that they are better operated stands than are the cigar stores.

For a number of years there has been one continual wail against the "United" stores. We have no axe to grind for the "United," but we are led to believe that any chain of stores that can in a few years reach a point where, with 1200 outlets, they sell about five per cent. of all the cigars, cigarettes and tobacco sold in the country have *some* stores and *some* system for operating them.

The thing for the independent retailers to do is to get up and *fight*. Go after business in a business way. Crying about "unfair competition" won't even get them sympathy.

Just think of 1200 stands handling about five per cent. of the business of the cigar, cigarette and tobacco trade with 600,000 outlets to compete against them. These 1200 stands are not getting by simply on the strength of the coupons or their lower prices. These may have been inducements that originally brought the transient into the store, but the service the store renders and the kind and condition of its stock is what has made that transient a permanent customer.

We have pointed out in these columns before that the first thing for a retailer to do is to clean up his store and to endeavor, as far as possible, to render the same service as does his chain store competitor. The man in the residential section of a town does not buy his cigars by the box at the chain store down town because he likes to carry them home. He buys them because the chain store has *sold* him with its service and on its goods. If he will patronize the chain store they will stock a brand if they do not carry it. Naturally they will sell him their own brands if possible, but if not, they want to get his business by accommodating him anyway. But the average dealer meets a request for a brand that he does not carry with absolute antagonism. Instead of making a friend he starts out by making an enemy.

It is true today that many brands, unsalable in good cigar stores ordinarily, can be marketed. But the first thing for every live dealer to do is to get rid of "dead" stock. Sell it at cost if necessary, but get your capital out of it and invest it in something that will sell. Every small retail store has from $20 to $100 worth of "dead" merchandise on its shelves which the dealer has not enough interest in to try and get his investment back.

No dealer ought to stock a new brand today unless he knows that the cigar is good and that it can be sold on his stand. Locality determines the character of goods to be stocked. No dealer ought to stock a new brand unless he further expects to stand back of it and try to sell it. If your trade still demands some five-cent goods, by all means get them, but don't try to sell such goods in competition with cigars that today command seven or eight cents.

The dealer too often takes himself as the court of last resort in deciding on the question of cigars to be handled. The court of last resort is the *consumer*, and he can make or break every retail dealer in the country. Mr. Consumer has made the "United" chain, he is helping to make the Schulte chain, and many other smaller chains. He is doing this of his own volition. The small dealer lets the consumer get away from him by his own indifference and negligence.

Of the 600,000 retail cigar outlets in the country it would probably be stretching the facts to say that 120,000 of them can be classed as cigar stores. Sixty thousand of these are drug stores, and it has been stated by an authority that the drug store stands handle annually twenty per cent. of the cigars sold in the country. And so, by elimination we could get down to figures

that would show that the retail cigar stores, classed as such, do not sell even fifty per cent. of the entire annual output.

It is up to the cigar dealer to increase this percentage. Better stores, better service, better conditioned stock, will all help to get the consumer into the store.

Of all the crimes committed against the tobacco industry, the show windows of the smaller stores are the greatest. The salesman with a dirty face would make a poor impression on the dealer, but the store's face (the show window) many times drives the consumer into the barber shop or saloon to buy his cigar.

If a competitor opens up in the same block it is natural that he will have a good trade for a week or so, but if it continues for a month or more, you can be sure he has something that you have not. It probably is a better looking store, the goods are kept better, and the appearance and attitude of the clerk or proprietor is more appealing. And if you find such to be the case, get busy and try to meet that competition.

Outside of first-class stands in large cities the average cigar store gets no more consideration than the drug store stand, or the restaurant stand or the news stand or the saloon or cafe. In all of these places cigars and tobacco are side lines.

Now, Mr. Dealer, you can carry side lines without injuring your cigar business. If a restaurant or drug store can build up a cigar business without harming its leading line of merchandise, then the wide-awake dealer can carry side lines without injuring his cigar trade, and thereby get a little more profit and at the same time reduce his overhead on cigars and tobaccos.

One pregnant line in the recent issue of the "United Shield" tells a story all its own. This line states that the United Cigar Stores this year are showing an increase of thirty per cent. over the playing card business of last year. And we venture to say that a few window displays and inside counter displays did the trick. But the average dealer, if he carries playing cards, has them hid away as if in fear someone would find out that he had them for sale.

Mr. Dealer, playing cards are being advertised to the consumer in the national magazines this year as never before. Does this mean anything to you as a side line? If it does, get busy.

Candy is another logical side line, but the dealer must understand that it takes some effort to get sales started on these goods. All lines are not nationally known or advertised as are cigars. If all products would sell themselves, as most cigars do, it would not be necessary to have a clerk behind the counter. Real effort is the secret of many a great success, and lack of it the cause of many failures.

The side lines a dealer can carry depend partly on his location, and he should look about and see what lines he can carry and find a market for. Start in a small way, but get behind whatever you start.

A determination to increase your business will go a long way toward actually doing it. Put your heart and soul into the game and fight for what is in it, but do it on the level and above board. Don't cut prices because your competitor does. Hold to prices that will pay you a profit and you will have enough money to buy some of your competitor's stock at a real bargain when the sheriff posts his sign on his door.

Floor Tax Will Necessitate Price Adjustment

EVERY dealer in tobacco, big and little, should be getting ready to adjust his prices to meet the requirements of the new United States Revenue Bill. Especially those dealers whose business is not so systemized and managed that they can at any time tell what stock they have on hand and what they paid for it should not delay looking into the provisions of the new law, soon to be passed by Congress.

Unless dealers make themselves familiar with the new requirements the passage of the bill will find them unprepared to comply with it and cause them trouble with the Government and loss resulting from sales not covered by new taxes.

The new law will go into immediate effect, so that every piece of merchandise in stock will carry a new tax. What are called floor taxes cover this. These floor taxes add to the cost of everything on hand, and to prevent loss of profits, new prices will have to be made to take care of them. Dealers who neglect to advance prices as provided by floor taxes will lose money on every item in stock when the new bill passes Congress and is signed by the President.

The chain stores, and others like them who have their business properly regulated, are doubtless ready now to adjust prices according to the new law. Their smaller competitors should be as wide awake to their own situation. Otherwise they will wake up to find themselves selling at a loss of profits.

The Revenue Bill, now about to be passed, provides for the collection of new taxes on stock on hand (floor stock it is called) of the full amount of the new taxes. The previous law, increasing taxes, collected only half taxes on floor stock. On this account it is more important than ever to be ready to readjust prices when the law is in effect.

As it is practically certain no changes will be made in the Revenue Bill as it stands, every dealer in the United States should know how it affects him and how to cover the advances it requires him to make on stock on hand (floor stock). These floor taxes, it should be noted, make goods on hand cost the dealer just the amount of the taxes more than he paid for them. If, after the bill becomes a law, he sells at his old prices he loses the amount of the taxes of each piece of merchandise.

No dealer who knows how to run his business will take this loss. There is no reason why he should. The Government does not expect him to, nor would his customers. The thing is to be ready when the time comes.

Tobacco Leaf Board of Trade Tribute

THE feelings of a great majority of the trade are reflected in the splendid tribute paid to the members of certain Sumatra importing firms in the resolutions recently adopted by the Leaf Tobacco Board of Trade of New York City, regarding the indictment of the Sumatra group.

Men who have enjoyed the confidence and good will of the cigar trade for twenty-five or fifty years are, indeed, entitled to such a token of faith and esteem.

We trust that the readers of THE TOBACCO WORLD will peruse the appended resolutions carefully, and that they will, as requested, suspend judgment until there has been a fair hearing:

"Resolution unanimously adopted by the Trustees of the Leaf Tobacco Board of Trade of the city of New York at a meeting held Tuesday, October 22, 1918.

"Whereas: The Board of Trustees of the Leaf Tobacco Board of Trade of the city of New York has learned with grave concern of the indictment of the partners of four prominent Leaf Tobacco firms and the presidents of two large cigar manufacturing corporations because of their purchase, importation and distribution of part of the 1916 and 1917 crops of Sumatra Tobacco; and

"Whereas, Charges are made in this indictment impugning the good faith of these gentlemen, thereby in our opinion casting a shadow upon the integrity and fair dealing of the entire trade and every member thereof; and

"Whereas, Only through and by the aid and assistance of the United States Department of State and its foreign representatives, the War Trade Board, and the United States Shipping Board, were these gentlemen finally enabled to import this tobacco; and

"Whereas, We believe that only through the courage and initiative of these gentlemen were the cigar manufacturers enabled to secure a proper supply of wrapper tobacco, thereby assuring our Government of its cigar requirements for our Army and Navy; now therefore be it

"Resolved, That the Board of Trustees of the Leaf Tobacco Board of Trade of the city of New York desires to record its firm faith in the high sense of honor and the integrity of these gentlemen who are, it feels, entitled to every commendation for the broad, liberal and fair spirit in which they worked and acted for the welfare and future of the trade at large; and be it further

"Resolved, That in the estimation of the members of this Board of Trustees the plan of acquisition and method of distribution of so much of the 1916 and 1917 crops of Sumatra tobacco as was acquired by these gentlemen, was fairly and honestly devised for the good of the trade and that the initiative and business ability of these gentlemen opened up a new course of trade for the lasting benefit of the cigar manufacturers of this country; and be it further

"Resolved, That we ask the trade and the general public to suspend judgment until after these gentlemen have had a hearing in court; and be it further

"Resolved, That a copy of these resolutions be sent to the Trade Journals and to each of the gentlemen suffering under this indictment and that the secretary cause these resolutions to be spread at length upon the minutes."

The Cigar Shortage In Germany

ACCORDING to the "Berliner Tageblatt," the present stocks of cigars in Germany will not last beyond the end of the present year. There has been a considerable increase in prices and the quality has deteriorated. The principal dependence of Germany for raw material was on America and Holland. Owing to scarcity of tonnage, Holland itself is in need of tobacco, so that the Huns will be almost smokeless for a long while, even if the war should end next year.

The production of domestic tobacco has increased, but the country needs 100,000 tons a year over the home crops. In 1916, when production was greatest, 1,000,000,000 cigars were made each month. Production has now decreased to 350,000,000 a month. The War Administration takes more than 200,000,000, so that less than 150,000,000 cigars a month are left for the civilian population.

In peace times, domestic German tobacco was employed chiefly as smoking tobacco for the pipe. The cigar manufacturers used four-fifths of imported and but one-fifth of German tobacco. During the war the proportion of domestic tobacco was gradually increased, until now the cigars contain at least fifty per cent. of German tobacco. The tobacco plant is a subtropical plant which cannot prosper in northern regions so well as in Cuba or Sumatra. Experts say that German tobacco "smells earthy," and this earthy smell has made some people suspect that leaves of other plants are being mixed with cigar tobacco.

The "Tageblatt" says that previous to the first tobacco tax in 1880, a good cigar of imported tobacco could be bought for ten pfennigs (2.38 cents), while at present a "domestic" cigar costs eighty pfennigs (nineteen cents).

Complaint Made Against Big Cigarette Company

Washington, D. C.

COMPLAINTS against a number of tobacco concerns have been issued by the Federal Trade Commission, charging them with practicing unfair methods of competition. The Tobacco Products Corporation, Schinasi Brothers, Incorporated, Prudential Tobacco Company, Incorporated, Falk Tobacco Company, the Melachrino Tobacco Trading Company and George L. Storm, Reuben M. Ellis, Albert Falk, Jacob L. Hoffman, James M. Dixon, Gray Miller, L. B. McKitterick and Leon Schinasi are the concerns and parties named in the complaints.

The capital, surplus and undivided profits of the Tobacco Products Corporation, Schinasi Brothers and the Falk Tobacco Company, it is asserted by the commission, aggregate more than $1,000,000 each.

It is charged that the Tobacco Products Corporation during 1916, 1917 and 1918, in violation of the Clayton Act, acquired the whole of the stock and share capital of the other four concerns, thereby substantially lessening competition and tending to create a monopoly.

The commission's complaint alleges the employment of price discrimination in the sale of cigarettes and other tobacco products throughout the United States, tending to create a monopoly in the tobacco industry, and charges maintenance of interlocking directorates and illegal concentration of control of the group under the Tobacco Products Corporation. It is alleged that Reuben M. Ellis and Gray Miller are each directors in all five companies; that George L. Storm, L. B. McKitterick and James M. Dixon are each directors in four of the five, and that Albert Falk, Jacob Hoffman and Leon Schinasi are each directors in two. Under the Clayton Act, it is declared, they are ineligible to serve on more than one of these directorates each.

It is asserted also that the Tobacco Products Corporation, besides the companies named above, owns and controls the Khedivial Company, of New York; the Standard Tobacco Company, Incorporated, and Stephano Brothers, Incorporated, of Virginia; the Nestor Gianadis Company, of Maine, and the Surbrug Company, of New Jersey. The corporation, the complaint sets forth, "with the intent, purpose and effect of stifling and suppressing competition in the manufacture and sale of tobacco products in interstate commerce, has concealed its ownership and control of these corporations, and has permitted them to be held out and advertised as wholly independent and without connection with the Tobacco Products Corporation."

Further charges in the complaints cover the payment of commissions and rebates to dealers who advertise products of these corporations and to those who agree not to advertise the products of competitive companies. Under this plan, it is alleged, the corporation for the last six months has paid the Louis J. Liggett Company, owner of some 700 retail chain stores throughout the country, monthly commissions equaling five per cent. of the products purchased by it, and has contracted to pay the company ten per cent. of the increase in the amount of total purchases for the entire year 1918 over those of 1917 up to an increase of fifty per cent.

The corporations and men named are cited to appear before the commission in Washington, December 7, to show cause why an order should not be issued against them requiring the Tobacco Products Corporation to divest itself of the stock alleged to be unlawfully held in the other companies and requiring the five concerns to rid themselves of the directors unlawfully chosen and to cease and desist from other violations of the Clayton Act and from unfair trade practices as set forth in the complaint.

New York.

George J. Whelen, president of Tobacco Products Corporation, when questioned regarding the formal complaint which the newspapers stated had been filed by the Federal Trade Commission against Tobacco Products Corporation, charging it with price discrimination in the sale of cigarettes and other tobacco products tending to create a monopoly and with unfair methods of competition, said:

"I am really not in a position to make a statement in this connection, as I have no further information regarding the complaint other than that which appears in the newspapers.

"The various officials mentioned in the newspaper reports have, at all times, intended to comply and believe they have complied with the provisions of the Clayton Law and all other Federal statutes governing the conduct of corporations, and they have also always been willing to open and have opened their books freely to the Federal officials and have concealed nothing from them.

"This corporation, in all its dealings with jobbers and retailers in the trade, has aimed at all times to deal fairly and without the slightest discrimination, and, instead of attempting to stifle competition, it has always welcomed it, believing that fair competition is the life of trade.

"The ownership of the various companies mentioned in the newspapers by the Tobacco Products Corporation has been at all times well known to the tobacco trade and the general public, and this information has been available to all readers of the leading manuals of industrial corporations.

"The officers of the corporation, I am sure, will gladly appear before the Federal Trade Commission on December 7th and confer with the members of the commission in order that any misunderstandings or misapprehensions which may exist between them may be cleared up.

"I feel certain that the sole aim of the Federal Trade Commission is to aid corporate business in building up the world trade of the United States and at the same time to aid them in complying with all Federal statutes as interpreted in the light of modern business conditions."

ADVERTISING
and the New America
ALREADY, through the smoke of the great conflict, there may be seen indications of what IS to be . . . of the vastly more imposing commercial universe that will make "American-manufactured" a phrase to conjure magic dreams.
For War has changed us . . . we are far less selfish . . . far more prone to buckle down and do some of the big things that others have been doing FOR us. We have complacently agreed to see innumerable lines manufactured elsewhere . . . dyes for example. Why bother with them? And so there came about that hellish slogan of the trade propagandist . . . "Made in Germany." It was beginning to eat pretty deep when the First Hundred Thousand across seas, bearing a certain flag with certain stars and stripes, gave Hun slogans the start on a complete eclipse.
When the boys come back . . . and as George Cohan says . . . THEY WILL come back . . . manufacturing is destined to become America's great indoor and outdoor sport. We intend to prove to all comers that we are a great deal more than a play-nation. We HAVE THE GOODS and we're going to deliver them. The man who FIGHTS well, generally works well, once he catches the fever.
Perhaps the most encouraging sign against a bloody horizon is the attitude of the American Advertiser . . . large and small, he is sticking to his machine gun, with generous appropriations despite the fact that there can't be business QUITE as usual.
He continues to advertise because he knows that prestige and trade marks and business foundations must not crumble during this temporary unpleasantness. He is advertising in new fields and fair. One Boston combine has taken imposing space in all South American papers. We are even saucily introducing our fabrics to China and Japan. The snug little ambitious little, altogether competent little American tractor is nosing its gasoline way through the furrows of all hemispheres.
And so it goes . . . the building of the After-War fame and name that, although perhaps not stamped and branded and ticketted "Made-In-America", will, nevertheless become distinctively ours due to merit . . . to something that is forged into it and breathed into it by a very wonderful people, bending to a greater task than they have ever known.
We can almost see a sort of glorified Capitol, with plumes of factory smoke rising above and around it, and the clang of many anvils beating out stars of trade freedom.

(From Gatun, Williams & Wigmore Bulletin.)

Local Tobacco Trade's Response To Loan Call

THE splendid manner in which the tobacco industry is co-operating with the Government is shown by the Liberty Loan subscriptions. Philadelphia, like most other cities, responded by oversubscribing its quota. The tobacco division of this city also oversubscribed its allotment. We are glad to print in this issue a list of the subscriptions of more than $1000.

Cigar Manufacturers:

G. H. P. Cigar Co.,		$20,000
do.	Emp.,	5,200
Benjamin Grabosky,		1,000
Sig. C. Mayer Co.,		7,050
General Cigar Co. (T. & O. Branch),	Emp.,	6,450
John N. Kolb,		25,000
Vetterlein Bros., Inc.,		10,000
Antonio Roig & Langsdorf,		25,000
do.	Emp.,	10,000
Frank Blatt,		5,000
Neumann & Mayer Co.,		5,000
do.	Emp.,	6,700
Bayuk Bros. Co.,		92,000
do.	Emp.,	8,950
Allen R. Cressman's Sons,		100,000
do.	Emp.,	12,000
Jos. F. Gallagher,		10,000
Seidenberg & Co.,		4,650
Bobrow Bros.,		25,000
do.	Emp.,	3,400
Hilbrenner & Jacobs,		12,500
Otto Eisenlohr & Bros., Incorporated,		200,000
do.	Emp.,	5,450
Charles J. Eisenlohr,		100,000
Louis H. Eisenlohr,		100,000
Marie Eisenlohr,		100,000
C. H. Eimerbrink,		3,000
R. G. Cunningham,		3,000
Ben R. Lichty,		2,000
Harry Dietsch,		1,000
Jeitles & Blumenthal, Ltd.,		44,600
do.	Emp.,	2,500
"44" Cigar Co.,		41,950
do.	Emp.,	10,600
American Cigar Co.,		3,000
do.	Emp.,	5,900
El Draco Cigar Mfg. Co.,		1,150
Halpern & Walter,		3,000
B. & A. Cigar Factory,		1,450
Emze Cigar Co.,		1,100
A. S. Valentine & Sons, Inc.,		2,500
Frank C. Taltovull,		1,000
P. C. Fulweiler & Bros., Inc.,		1,000
Juan F. Portuondo Mfg. Co.,		1,800
Herbert D. Shivers, Inc.,		2,500

Cigar Jobbers:

A. B. Cunningham & Co.,		23,000
do.	Emp.,	4,450
Liggett & Myers Co.,		75,000
do.	Emp.,	3,300
F. Kuhn & Bro.,		7,000
Harvey D. Harrigan & Co.,		6,200
Frismuth Bros. & Co., Inc.,		25,000
Duncan & Moorhead,		5,000
Stuart Moorhead,		3,000
Frings Bros. Co.,		21,600
S. Shepherd & Son,		8,000
L. Nax,		10,000
Emacker & Boghein,		3,400
Chas. A. Krull,		3,000
Shipton & Payne Co.,		3,000
Peter F. Murphy & Co.,		3,000
M. Blumenthal,		1,100
Dusel-Goodloe & Co., Inc.,		2,900
S. T. Banhen & Bro.,		1,100
Franklin Tobacco Co.,		1,000
Jos. Pizzini,		1,000
Bennett Mollard,		1,500
John Middleton,		2,000

Cigarettes:

Philadelphia Cigar & Tob. Mer. Ass'n,		5,150
Stephano Bros., Inc.,		51,100

Leaf Tobacco:

J. Vetterlein & Co.,		28,000
E. A. Calves & Co.,		5,200
Hipple Bros. & Co.,		12,000
K. Strause & Co.,		25,000
Loeb-Nunez Tobacco Co.,		6,000
Herman G. Vetterlein,		20,000
do.	Office,	9,350
F. Eckerson & Co.,		2,500
L. P. Kimmig & Co.,		2,450
Valenchik Bros.,		2,000
Samuel Weinberg,		3,000
M. Goldberg,		1,000
Harry Hirschberg,		1,000

SUMMARY

Group No. 4 (Cigars, Tobacco, etc.):

	Subscriptions	*Allotment*
Div. "A"—Leaf Tobacco,	$116,800	$80,000
"B"—Cigar Jobbers,	227,200	200,000
"C"—Cigar Manufacturers,	1,069,300	870,000
"D"—Cigarettes, and Philadelphia Cigar. & Tob. Merch. Ass'n,	69,800	50,000
	$1,483,100	$1,200,000

The "bum" used to hunt cigar stumps after the opera was over, now he is working for a dollar an hour and buying twelve-cent cigars, and the stumps, smoked to the bitter end, are only visible in strong sunshine.

The tobacco beetle is reported to be doing considerable damage to cigarettes in Minneapolis, from which we deduce that the tobacco beetle is not a patriotic American and should be crushed out.

15¢

Velvet Joe to the Shipbuilder

Don't think yo're less a fighter for workin' here my son—
Yo' make the ships that make the trips that help to lick the Hun;

Yo're guns are rapid-firers an' the rivets that they drive
Are poundin' home the lesson that beastliness can't thrive.

So fire away! That history may say when we have won:
"He made the ships that made the trips that helped to lick the Hun."

Velvet Joe

The Entering Wedge In Making Cigar Sales

By Frank Farrington

(All Rights Reserved)

SOME salesmen find it difficult to get any kind of a selling talk started with a slow or reluctant buyer. It is not easy to get an entering wedge started with a man who resents it.

If you are going to sell a man who objects to buying, it is important that you get his point of view in the first place. You need to find out why he does not want to buy. Oftentimes he will not himself give you the real clue to the reason. He may offer you something he expects will pass as the reason, but it may bear little relation to the facts.

You have to learn to look beneath the surface in order to know where to start an opening wedge. When a man objects to buying a certain cigar by the box any longer, after habitually buying in that way, giving as his reason that he has a supply ahead, he may be telling the truth, or he may be letting you down easy.

The salesman ought not to need to be let down easily. He ought to be able to stand a sudden jar once in a while and he needs to know the facts. If you are going to sell that customer, you need to know just what his real reason is for not buying.

Here is a man who has been a by-the-box customer for a long time and all of a sudden he begins to tell you regularly that he supplied ahead. You make up your mind in a little while that it was not your store that stocked him up and you want to find out. A few tactful questions may get the information or they may not. Ingenuity may serve to discover where he is buying by the box. Then you want to know whether he has changed because of price or some other inducement.

Perhaps he is getting the same cigar for a few cents a box less. In that case there may be nothing you can do. You may not care to meet a cut rate, though it is usually not good business to be undersold. It may be that he has found that the cigars he buys elsewhere are in better condition when he gets them. They may not be as dry as yours or as damp or as something else. He may hesitate to be frank about this for fear you will claim there is nothing to it and try to crowd him into buying from you when your cigars do not prove quite as satisfactory. If such is the reason, you certainly want to know it and remedy it. Whatever his reason is for buying elsewhere, you need to know that real reason, because you cannot get anywhere when confronted with false reasons.

In your cigars are not right, you can arrange to have them right. If he gets a shade of wrapper that suits him better than what you offer, you can remedy that. There has been a good deal said about the dark wrappers not indicating a stronger cigar, and true as that is, its truth is of little avail if customers do not believe it. You cannot exactly satisfy a man with a dark or a light wrapper on his cigar when he has always believed the reverse was the better. He wants what he wants and because you quote scientific facts to him, his opinion is not changed, not at first anyway. So, if you have been crowding a man into buying dark wrappers when he wanted light, let him have his own way about it. Give him what he wants without wasting too much time trying to convert him all at once.

When you find it hard to get a start selling a man cigars because of the attachment he feels for some certain brand, try for the chance to get your own lines given a chance. You have some brand that will no doubt please that man better than what he is smoking, but the trouble is to get a chance to prove it. Of course it is a mistake to set out to show that there is anything wrong with the brand he likes. You are not going to get a wedge started by condemning the other fellow's goods. Your business is to boost your own, not to knock somebody else's.

And don't stake your success on one brand. If you pick out one brand and undertake to guarantee the customer will like it better than what he is using, there is a good chance of your being mistaken, and then you are going to have hard work getting him to try something else. If you say that you have several brands you think he will like and you are sure that among them will be one that will please him better and save him a little money too, then you have a chance to get several trials. Every smoker, no matter how closely attached he may be to one brand, is always dreaming of discovering some new or different brand that will prove a real find. That is your opportunity.

Sometimes a customer may yield to the persuasion of a friend in another store and buy there for sheer friendship's sake. Well, that is only a case where someone else has done successfully what you are trying to do all the time. To get that business back, you need to interest your man is smokes so much better than his friend's that he will not be able to resist the temptation. He will drift over to your brand.

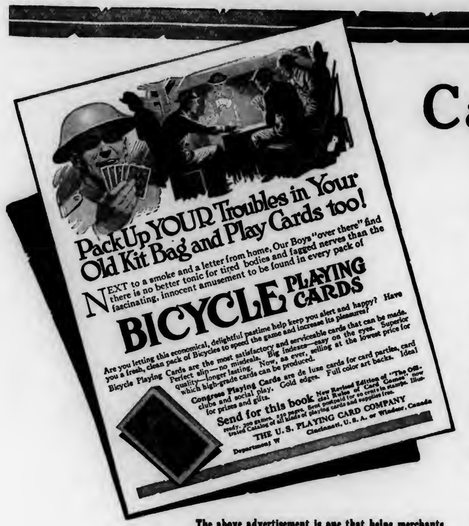
There is a class of customers who have bought smoking timber from the same store for so many years that they cannot bring themselves to consider any other store really worth notice in that line. They are satisfied to let well enough alone. It is hard to break through the smoking habits of a man's lifetime, but it can be done. Persistent dropping of water will wear a hole in a stone after a while and even a light tapping kept up will drive home a big nail in time.

Of course it looks much simpler to hit the stone with a hammer, but that smashes the stone. You can perhaps break through a smoker's defense with one savage blow, but to what end if it ends your relations with the smoker and keeps you from ever getting another chance at his business?

The big thing in going after the business of new customers is to keep trying. "Keeping everlastingly at it brings success," N. W. Ayer & Son, advertising agents, say, and that is as true of developing a cigar business as it can be of advertising or anything else.

It requires real effort to sell to a man who is not prepared to buy. You cannot accomplish it merely by being pleasant and agreeable and bidding a man a cordial "good morning" when he comes in. If you want to interest a man in something more than he came to purchase, see that you have something concrete

(Continued on Page 16)


Pack Up YOUR Troubles in Your Old Kit Bag and Play Cards too!
NEXT to a smoke and a letter from home, Our Boys "over there" find there is no better tonic for tired bodies and frayed nerves than the fascinating, innocent amusement to be found in every pack of
BICYCLE PLAYING CARDS
Are you letting this economical, delightful pastime help keep you alert and happy? Have you a fresh, clean pack of Bicycles to speed the game and increase its pleasure?
Bicycle Playing Cards are the most satisfactory and serviceable cards that can be made. Perfect alike—no misdeals. Play as easy. Long lasting. Big Indexes easy on the eyes. Superior quality, high-grade stock. Handle as ever. Selling at the lowest price for which high-grade cards can be produced.
Congress Playing Cards are de luxe cards for card parties, card clubs and social play. Gold edges. Full color art backs. Ideal for prize and gifts.
Send for this book New Revised Edition of "The Official Rules of Games" including Rules of Card Games. Sent free on request. Address Dept. 6
THE U. S. PLAYING CARD COMPANY
Department V Cincinnati, U. S. A. or Windsor, Canada

The above advertisement is one that helps merchants sell playing cards. The people who trade with you or within your trade radius will see it. It is twice as large as shown here and will appear in a large number of national magazines.

Card Playing INCREASES

With Each Additional Tax on Amusements and Necessities

Thousands of families will spend their nights at home this winter, playing cards and saving money.

PEOPLE stay at home when they cannot afford outside amusement. Taxes and the increased cost of everything will keep thousands at home this winter. There never was so good a time to push

BICYCLE PLAYING CARDS AND CONGRESS PLAYING CARDS

At home, people turn naturally to cards. They are an interesting form of recreation. Put U. S. Playing Cards in your windows and on your counters and in your advertising run this suggestion: "Play Cards this Winter and Save Money." In this way you will convert people to card playing who hadn't thought of it as a way to amuse themselves inexpensively. Also feature the Official Rules of Card Games.

Dealers who haven't stocked Bicycle and Congress playing cards should do so at once. They are the easiest cards in the world to sell because everybody knows them by name and reputation. The investment is small and the turnover quick. This year it will be quicker than ever. Take advantage of our national advertising which is increasing card playing and the sale of cards. We will help you build a big playing card business.

Send in your order now for window and store display material. It is free.

The U. S. Playing Card Company

CINCINNATI, U. S. A. Dept. 6 WINDSOR, CANADA

TRADE NOTES AND NOTICES

H. DUYS & COMPANY, foremost Sumatra house in the country, advise that they have acquired some lots of Sumatra and Java tobacco at the recent allotments for the needs of their customers.

In view of the present condition regarding the future importations of leaf from Sumatra and Java, manufacturers who are not supplied with these types may find it well worth while to inspect the offerings of H. Duys & Company.

During the strenuous times of the past year H. Duys & Company are able to say that no customer of theirs who has ever needed Sumatra tobacco, and who has come to them for it, has ever gone away without it. This proof of service rendered is one of many reasons why 170 Water Street, New York, is known as headquarters for Sumatra and Java tobacco.

The scarcity of storage space for tobacco in New York makes particularly interesting the announcement of the opening of the free and bonded warehouse at 222-228 West Fourteenth Street, by the West Fourteenth Street Warehouse Company, Incorporated. An approved sprinkler system permits low insurance on goods in storage. The handling of the tobacco is facilitated by a conveyor system and many labor-saving equipments and devices. The property has six floors and basement, with an area of 10,000 square feet on each floor. The warehouse is especially adapted for tobacco storage.

The collapse of Bulgaria as a fighting factor in the war and the consequent unrest in the Ottoman Empire are events that are being watched by the cigarette manufacturers of this country. Now that Bulgaria has become a neutral country, the port of Cavalla, long important as a Turkish tobacco shipping point, is made accessible to the outside world. The possibility of an early peace with Turkey has considerable trade importance also, as that event would mean a step toward the restoration of normal conditions in the Turkish tobacco market.

Sealed bids will be received until noon on November 6 by Henry H. Little, attorney for the United States Shipping Board, for the purchase of about 13,720 bales of Java and Sumatra tobacco, now owned by the United States, which was taken from the Dutch steamers that were requisitioned last March by the American Government. There are 813 bales of Sumatra and the remainder is Java. On all of this tobacco, in addition to the price that is paid for the tobacco, a duty of thirty-five cents per pound must be paid upon the filler portion, and $1.85 per pound upon the wrapper portion. Ten thousand bales, out of the total of 13,720, are Java "scrub" filler, and not suitable for use in this country. This portion and, it is said, a large proportion of the remainder, are suitable only for export.

Members of the trade who are having difficulty in securing cigar boxes will be interested to learn that George L. Mesker & Company, of Evansville, Ind., are about to open a cigar box factory with a capacity of from 40,000 to 50,000 boxes per week.

The second week in October was the best so far in the Winston-Salem, N. C., market, sales amounting to 2,083,975 pounds, for $691,490, an average of $33.18 per hundred. Some piles sold from fifty to sixty cents a pound. Since August 26 the market has sold 10,158,883 pounds. Beginning October 14, most of the tobacco markets were closed for ten days on account of influenza.

In the motion division of the Superior Court at Atlanta, Ga., Judge George L. Bell on October 10 authorized an increase of capitalization by the American Sumatra Tobacco Company from $7,000,000 to $15,000,000, signing an amendment to the original charter.

Horace R. Kelly & Company have had restored to them the agency and exclusive control in the United States of all brands of the Helios cigar factory at Manila, P. I. The decision followed a long legal contest.

The Mazer Cigar Manufacturing Company, of Detroit, Mich., has purchased the factory of the Kildow-Lynn Company, at Barnesville, Ohio.

United Cigar Stores Company has declared a quarterly dividend on common stock of 2¼ per cent., payable November 15th.

The Tobacco Products Company has declared a scrip dividend on common stock of $1.50, payable November 15th.

Bernard Lichtenstein, a leaf tobacco importer, has purchased two four-story buildings, at 7 and 9 Burling Slip, New York. The property, which has been in the possession of the selling interests for about a hundred years, was sold as a result of the death of the owner.

The loose leaf tobacco market at Lexington, Ky., will open on December 3. It is estimated that more than 50,000,000 pounds of burley will be sold over the breaks at Lexington during the coming season.

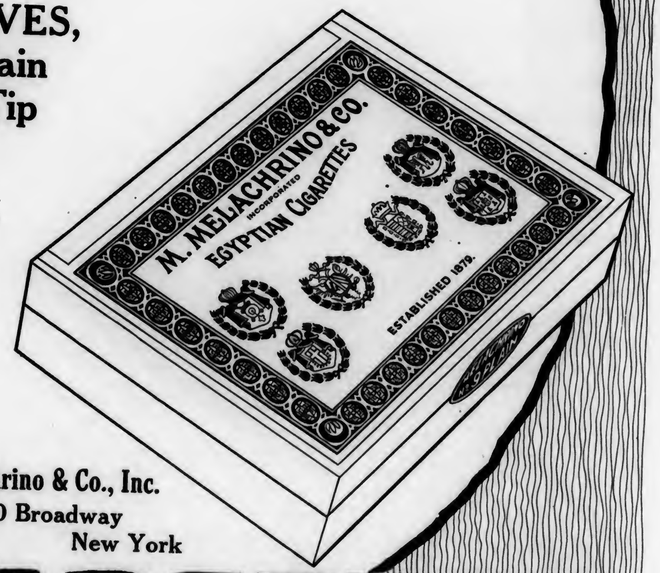
"For the four Liberty Loans, the business papers have carried approximately 15,000 pages of space. Many special plans were originated and carried out. Prior to the opening of the Fourth Loan campaign, the Associated Business Papers prepared a plan for the holding of 'Win-the-War Meetings' by large employers, which was advertised in a double page spread. The results have not been fully tabulated, but indications are that over one thousand such meetings were inspired by this advertising."—From "Class."

MELACHRINO

The dealer who carries Melachrino Cigarettes carries a quarter century of highest reputation

NINES, FIVES, FOURS—Plain and Cork Tip

"The Cigarette Elect of Allied Nations"



M. Melachrino & Co., Inc.
1790 Broadway
New York

CIGARETTES

A Pair of Winners

John Ruskin Is it tooOO Big? **Flor de MELBA** The Cigar Supreme

Mr. Dealer:—A box of JOHN RUSKIN and FLOR DE MELBA—the Cigar Supreme, on your show case will increase your business. We recommend that you carry a supply of them.

THE BEST AT THEIR PRICE

See Your Jobber Now, or Write Us

I. LEWIS CIGAR MFG. CO., Newark, N. J.

Largest Independent Cigar Factory in the World

The smokers who buy and the dealers who sell 200,000,000 Cinco Cigars a year appreciate the protection of a brand manufactured with 68 years experience and with the most painstaking consideration for quality ~ and quality alone

7¢ to preserve the quality

OTTO EISENLOHR & BROS., INCORPORATED
PHILADELPHIA
ESTABLISHED 1850

STICK TO Cinco -IT'S SAFE

Cigar Store Salesmanship

(Continued from Page 12)

to offer in the way of suggestion and at the same time get him into close contact with the goods. It is always easier to create a definite thought if one's words are accompanied by the showing of some object, some part of the stock. It does not accomplish the same thing to talk to a man about a tobacco while pointing to a tin of it on the shelf than it does to open a package and show him just what sort of a mixture it is. While a man goes right out and forgets your casual remark to the effect that "Old Toby Tobacco" is the best thing you have, if you set a can of "Old Toby" on the showcase and open it and call attention to the cut and class of it, when the customer goes out he either takes a tin of "Old Toby" with him or he takes a full recollection of what it is like, and it sticks in his mind for a while just as the odor stays in his nostrils.

When you try to sell only by word of mouth, without anything to show, you appeal to the customer only through his ear. If you show him goods and he sees and feels them, you reach his mind through two other senses, touch and sight.

You ought to try always to have something of interest to say about any brand you want tried, to any new customer you seek to interest. If you have studied up the brand you have learned just what grades of tobacco it contains, just how the tobacco is grown, just what class of smokers prefer it. When you have facts along these lines to shoot at the prospective purchaser, you have something to say to interest him. You get his attention easily, and when you have interested a man, you have brought him to where there is a chance to sell him.

In planning what to say to interest a man, don't depend upon the moment when you see him bringing an inspiration to your mind. Don't even be satisfied with haphazard or extemporaneous construction of sentences. Know what you are going to say, and know how you are going to say it. Put the idea into the fewest words that will convey it intelligently. What you have to say will get over much better if planned in advance. Have some of these carefully prepared statements of interest ready to use on opportunity. Reduce your statement to its fewest essential words so you can turn it out without having to hold a man's attention while he gets it. Practice saying what you want to say until you can say it well, with an appropriate gesture perhaps. The ability to fling something pat and pointed into a prospective customer's mind without delay may win you a chance to get his trade unexpectedly.

When the prospective purchaser is difficult to reach in person, when he does not come into the store often enough to give you a real chance, try writing him letters, calling his attention briefly to what you want to mention. Such letters from the cigar merchant should be brief and pointed, and they should have some message to convey worth attention.

Every letter should have a point, and that point should not be kept concealed to spring in the last sentence as a surprise. Writing surprise letters may be all well enough between friends, but it has no place in getting business. But write no letters unless you have something to say. Have a message you think

(Continued on Page 22)

CANS THAT HOLD 25 CIGARS
ARE DEMANDED BY YOUR TRADE

The logical substitute that saves the manufacturer money and the jobber freight charges, is **"Damptite"**

SEE 'EM!
Round or Square

Tin rim, tin bottom, tin top, make DAMPTITE strong as the all-tin can. The parchment lining assures all the humidor qualities.

Tests Have Proven DAMPTITE containers to be satisfactory in every way.

Our Agents will show samples and prices promptly on request.

GET YOUR SAMPLES AND PRICES TODAY TO INSURE YOUR TRADE
A STEADY SUPPLY OF 1/40th PACKINGS

WIEDMANN-ST. LOUIS CIGAR BOX CO.
1117-23 NORTH BROADWAY ∴ ∴ ∴ ST. LOUIS, MO.

GARRETT H. SMITH, Inc.
106 E. 19th Street
NEW YORK CITY
Agent for the States of New York, New Jersey, Pennsylvania, Delaware, Maryland and Florida

AMERICAN BOX SUPPLY CO.
383 Monroe Street
DETROIT, MICH.
Agents for the States of Michigan, Indiana and Ohio

44

LIPSCHUTZ'S 44 CIGAR
ADLON 10c CIGAR

The achievement of the Lipschutz Standard in cigars represents twenty-five years of close co-operation with the *trade* and the *consumer;* it is the result of an ideal that cannot be satisfied with anything short of perfection, and the result is a nation-wide prestige.

Through the growth of public approval the consumption of cigars made by the Lipschutz Standard is increasing every year.

The "44" oval products are marketed under a name that carries with it a responsibility for quality.

"44" Cigar Co., Philadelphia

Notes and Comment

Tobacco is a germicide and disinfectant. Keep the pipe fires burning and fumigate the house.

One of the soldier boys writing from the front says that putting on your gas mask in a hurry, just after taking a big chew of plug, is—well, not altogether satisfactory.

It is not always good business to put the cheapest goods in the window, unless you are after the cheap trade. Make the best goods prominent with the cheaper ones in sight. Cigars that have been "marked down" are under suspicion with many smokers.

A correspondent writes that he bought some cigars of a standard brand at a cut-rate store and they were "no good." Served him right. Whether they were counterfeits we do not know, but safety lies with the dealer whose prices are right.

In view of many letters received from the boys in the trenches, it is a safe bet that any one who says that the Y. M. C. A. is profiteering on cigarettes and tobacco is a pro-German liar.

An exchange suggests cutting sugar out of coffee altogether and estimates a saving of a million pounds a day. Why not cut the cream out and save it for butter and then abolish the coffee? Economy is wealth.

The Filipinos greeted the opening of the fourth Liberty Loan at Manila with subscriptions amounting to nearly $4,000,000. This should be a good send-off for increased consumption of Manila cigars.

Railroad employees in Texas robbed the cars of 150 cases of cigarettes and hid them in an old church. The United States Commissioner at El Paso herded them up and railroaded them to an old jail. If they get any cigarettes for a long while, they will have to "roll their own."

The "Arbeiter Zeitung" of Vienna states that the English cigarettes have now made their appearance in the secret selling and buying in Austria, says the Zurich correspondent of the Central News. The interned British soldiers are said to be responsible for this, being accused of selling the tobacco they get from the Red Cross to private speculators. But the British prisoners have denied this, declaring that they often do not even receive their tobacco. Packets are sent to them, presumably filled with boxes of tobacco, but when they are opened many of the boxes are found to contain stones instead of tobacco.

SHADEGROWN

Connecticut, Florida
and
Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.
142 Water St., New York City

KELLY'S BOUQUET

Key West Cigars

DISTINCTIVE AND MILD

Manufactured by Cuban experts on the Island of Key West (just 89 miles from Havana)

Selected Havana Filler with Genuine Shadegrown Wrappers combine to make a cigar of

EXCEPTIONAL CHARACTER AND MILDNESS

Attractive Line of Shapes at
10c—2 for 25c—15c and 20c

HAVANA-AMERICAN CO.
(Branch American Cigar Co.)
111 Fifth Avenue - - New York City

FACTORY BRANDS:
BOUQUET DE PARIS — LONDON JOCKEY CLUB
FAVORITA ESPANOLA — EL MARVELO
JUANA DIAZ

Neudorf's

BOUQUET DE PARIS

"The Havana Cigar of Exclusive Mildness"

The cigar that is PREFERRED by United States Senators, Eminent Bankers, and other professional men who are exceptionally discriminating. This proves the unusual merit of Neudorf's *Bouquet de Paris* Cigars.

Write at once for prices and territory

MINDEN & DAVIS
MANUFACTURERS
1809-1811 First Ave. - New York City

Lancaster County Notes

That Lancaster County has one of the best crops of tobacco ever produced is further proved by its showing in the curing process, and it is meeting all of the favorable predictions of the earlier season. Marketing has not progressed any further and the growers are very much interested in getting a line on market conditions.

As usual, the growers are predicting a higher price than was obtained for the 1917 crop, and the packers say that the bulk of the present crop will be bought under twenty cents.

Some growers have approached the packers and asked for an offer, but in most cases it resulted in no quotations, as the packers appear to have too much tobacco on hand, which is moving slowly, if at all. A certain cigar company is reported to be about to put 15,000 cases of 1917 tobacco on the market having a surplus. This would naturally produce a slump and then buying would be likely to start with a rush for a while. Both sides are playing the game.

Last year, by this time, the greater portion of the crop had already been purchased; and as none has been bought this year it looks as though the packers did not need it, or were very confident of getting it at much lower prices than it is held at by the growers.

The "Lancaster Examiner" says: "The crop raised this year is 5,000,000 pounds in excess of last year's crop in Pennsylvania. It averages in the State about 1372 pounds to the acre, for a total of 56,444,000 pounds. Last year it amounted to 51,051,000 pounds. Lancaster County furnishes eighty per cent. of the tobacco raised in Pennsylvania, and York County, on the opposite side of the Susquehanna River, ranks second in production.

"The order closing all establishments had its effect on the cigar factories, and for two days not a cigar was rolled in Lancaster. The order issued by the Lancaster Board of Health was only applicable to the cigar factories located in the city, and those in the county continued in operation, but with reduced forces, owing to the large percentage of workers ill. This condition obtains in the city, where large numbers of employees are missing at their benches in the factories. It will have a serious effect on the output of the factories for this month. Seemingly there is no end of trouble for the cigar manufacturer. First, he is confronted with the proposition of obtaining tobacco at almost prohibitive prices; second, his working force is drawn away by the attractive wages paid in the munition plants, so that he is compelled to raise wages to keep what hands he is able to hold, and, lastly, this reduced force is crippled by illness, which lessens the number of hands at work and impairs the efficiency of those who do appear for work."

So it seems that Lancaster County, rich as it is, and growing richer, is having its own troubles. When the business is settled up, the 1918 crop will probably put a few nickels in bank for everyone concerned.

It is announced that the American Red Cross will give each American prisoner of war in Germany and Austria a box of cigars for Christmas.

"ROLL YOUR OWN"

A Command and a Privilege. There is every good reason in the world why smokers should roll their own cigarettes.

Reason, common sense, personal satisfaction, all suggest it. But "Roll Your Own" is a *command* these days as well as a privilege. *Economy* demands it; not alone in the personal saving, but in the saving of labor—the time of other people. The appeal of the economy of "rolling your own" is insistent and compelling.

Back of the economy of it—and making that saving natural and easy—lies the indisputable fact that the cigarette you roll for yourself, with your own hands, is the *most compelling*, the *most individual of all smokes.* The machine-made cigarette can never approach it.

For mildness, for fragrance, and for Economy, the real American *must* roll his own of GENUINE "BULL" DURHAM TOBACCO.

The American Tobacco Co.
INCORPORATED

The "Makings" of a Nation

MAPACUBA
CIGARS
A Sure Fire Hit!
It will pay you to push this superfine, strongly advertised 10 cent Cigar. It's a cash-getter of the first water. Stock up!
Manufactured by
BAYUK BROS. CO.,
Philadelphia, Pa.
THE ALL-DAY, EVERY-DAY SMOKE

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.
To Dealers—
Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.
P. B. GRAVELY TOBACCO CO.
DANVILLE, VA.
DEPT. A

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EDWARD WISE ..... Chairman Executive Committee
GEORGE W. HILL ..... Vice-President
GEORGE H. HUMMEL ..... Vice-President
JESSE A. BLOCH ..... Vice-President
JACOB WERTHEIM ..... Ex-President
JOSEPH F. CULLMAN, Jr. ..... Vice-President
LEON SCHINASI ..... Vice-President
ASA LEMLEIN ..... Treasurer
CHARLES DUSHKIND ..... Secretary and Counsel

New York Offices, 5 Beekman Street

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Meeting 1st Thursday of each month at Masonic Temple, 310 Lenox Ave., New York.

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

GEORGE W. RICH ..... President
SIDNEY GOLDBERG ..... Vice-President
A. L. ULLNICK ..... Treasurer
MAX MILLER, 135 Broadway, New York ..... Secretary

Meeting 4th Tuesday of each month at Hotel McAlpin.

Cigar Store Salesmanship

(*Continued from Page 16*)

the recipient will read with some interest, and get that message across in the fewest possible words, and then stop writing. Plenty of business-getting letters have been spoiled simply by the writer going on for half a page or a page after he ought to have written, "Yours truly."

The entering wedge intended to get an interest started with the prospective patron may have a very thin edge, but no matter how sharp it may be or how easily started, unless it is persistently hammered it will never produce any opening. In other words, the edge of the wedge is just the beginning of getting to the sale. Don't stop with a mere beginning.

WISCONSIN MARKET AT A STANDSTILL

"The Wisconsin Tobacco Reporter" of October 25, said: "We are closing the fourth week in October in one of the longest spells of mild weather especially suitable to the perfect curing of the tobacco crop. If anything could be desired to put the finishing touches upon the crop it is foggy, damp casing weather that would permit a closer examination into the merits of the leaf. When this comes it is quite likely some portion of the crop will be removed for stripping, as a few packers are anxious to put sample lots through the forced sweating process.

"The buying movement has not yet been resumed to any extent and in this respect Wisconsin conditions do not vary from other cigar leaf States. Everywhere buyers seem to be holding off waiting results and no one ventures the prediction when the movement will be undertaken again.

"The market for old leaf is reported extremely dull at the Eastern centers of trade and manufacturers also willing to wait further developments.

"The shipments out of storage are only nominal for the week."

HONOR ROLL OF THE A. T. COMPANY

The October number of "Our Honor Roll," published by the American Tobacco Company, is a beautiful specimen of the printer's trade, and it is far more than that, for it has 932 stars on its Service Flag. A regiment as it used to be. There are wonderfully interesting letters from its boys at the front and they are all "doing their bit." The loss to the company by giving such men to the service of the country, a loss cheerfully and loyally borne, can never be estimated. President Hill says to them: "I want to reach across the water and greet you, each and every one, to tell you how proud we are of the work you are doing; to tell you that we want you back when your duty has been performed; to let you know that on your return your places are open and you will be welcome."

A QUIET DAY

German war headquarters recently reported "a quiet day on the crown prince's front," but that was the day that the crown prince's behind was fairly smoking.—Mesaba "Ore."

You may want this man here — BUT — We need him "over there"

You Can Help Us Get Him

You might think it something of a sacrifice to deliberately talk with one of your best truck drivers and tactfully urge him to go to France to drive for the Y.M.C.A.—and it would be a sacrifice. But it wouldn't be much compared to that of the army boys who have to depend on Y.M.C.A. truck drivers for what little they can get of home comforts—would it?

The Y. M. C. A. in France Needs 75 Truck Drivers and 25 Automobile Mechanics

every month. And you can help us get them.

We can take only men who are over 37 years old and are not in Class 1 of the draft. The men we want are hard to get at directly.

Will you call the drivers and mechanics in your employ—or whom you know—into a meeting—explain the situation to them—the great need for their service—the great and honorable service they can render—and then put us in touch with the men who may be willing to undertake this great service?

The Y. M. C. A. is doing a great big work in France—it is helping our fighting men to keep in fighting trim.

One of its greatest needs is adequate transport facilities. Y. M. C. A. service for nearly two million men requires a *lot* of transportation work.

We have to move our goods and keep them moving—from ships to warehouses, to canteens, and to points behind—*and on*—the fighting lines.

We have the goods and the trucks. We need the *men* to man those trucks and keep them going.

You business men—employers—executives of industrial works—can do more than any one else to get those men for us.

Will you do it?

Fill in the Coupon— Get full data

And then use your powerful influence to help us get these men. Next to going yourself its one of the finest and most helpful pieces of war service you can render.

Ed M. Willis,
Y. M. C. A., 347 Madison Ave., New York.

It may be possible for me to get recruits for Y.M.C.A. truck service in France. Please send me full information regarding that service.

Signature.....

Street and No.....

Town and State.....

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

JOSE F. ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

E. Rosenwald & Bro.
145 WATER STREET - - - NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 18 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

Advertise Your Brands
in
The Tobacco World

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

H. NEUBERGER COMPANY
Incorporated
130 Water Street
New York
IMPORT EXPORT
LEAF TOBACCO

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306 NO. THIRD STREET, PHILADELPHIA

Tobacco Industry Rating

Washington, D. C.

THE priorities division of the War Industries Board has sent to all tobacco manufacturers formal instructions relative to the conditions and regulations under which they will be accorded a Class IV rating under Preference List No. 2, recently issued.

This preference list furnishes a guide to "all governmental agencies and all others interested in the production and supply of fuel and electric energy, the supply of labor and the supply of transportation service by rail, water, pipe lines or otherwise, in so far as such service contributes to production of finished products." Priorities in the supply and distribution of raw materials, semi-finished products and finished products are not governed by the list, but by priority certificates and automatic ratings.

No attempt has been made to embrace within the preference list all essential industries, points out Edwin B. Parker, priorities commissioner, in the instruction, but only such as, taking into account the urgency of the demand and the relation of the supply thereto, in the public interest, as a war measure, require the artificial stimulus of priority over other essential industries.

"The priorities board has, in issuing Preference List No. 2, recognized that the tobacco industry is entitled to preferential treatment to the extent of 'preserving, drying, curing, packing and storage same,' and to this extent it is given a Class IV rating," continues Mr. Parker. "While the priorities board recognizes that to the extent tobacco is required by the armies and natives of the United States and its Allies, and by the man who toils, it is essential, it nevertheless has decided that the industry as a whole does not require the artificial stimulus of priority, save as hereinafter provided.

"In view of the essential nature of the industry, as heretofore indicated, the tobacco manufacturers and the producers of tobacco-manufacturing machinery and supplies are hereby given an automatic Class B-6 rating for such materials, equipment and supplies as may be necessary to keep their existing plants in operation during the war, without expanding them or creating new facilities; conditioned, however, upon they strictly complying with the provisions following:

"1. Each manufacturer shall execute and file with this division its pledge in writing as follows:

" 'The undersigned hereby pledges itself that (1) during the period of the war it will not expand its existing manufacturing facilities or create new facilities without first obtaining the approval in writing of the priorities division of the War Industries Board; (2) it will use its utmost endeavors to keep its existing facilities and equipment in repair rather than install new equipment; (3) it will comply with all the regulations of the priorities division and the conservation division of the War Industries Board as to economies in and substitutions for materials, particularly those regulations to be hereafter promulgated for the purpose of eliminating the use of iron, steel and tin in packing and marketing tobacco.'

"2. Steel is now the world's most precious metal, and every pound of it consumed where some other substance can be substituted is a criminal waste of material urgently needed for the war. The tobacco industry in 1917 used metal containers for their products in the manufacture of which four per cent. of the tin plate production of the United States was consumed, being 1,481,187 base boxes, containing 74,059 tons of steel and 1333 tons of pig tin. Tinfoil contains an excess of four per cent. of pig tin, which must be imported from the Far East, the shipping space for which is extremely limited. Regulations will hereafter be promulgated, fixing a day beyond which the manufacturer of tobacco should not use these metals for packing and marketing his product. The demand for box board and paper cartons and other containers for packing and transportation purposes is so abnormally heavy that the strictest economy in their use is imperative."

C. L. L.

Cigars Decrease In August

Washington, D. C.

The Treasury Department has just made public comparative figures of tax-paid tobacco products as indicated by monthly sales of stamps for August, 1918. The quantity of cigars tax-paid during the month appears to have fallen off, as compared with August, 1917, although the figures for cigarettes, snuff and tobacco show increases over last year.

The following table shows the figures in detail. The figures for August, 1918, however, do not contain the imports of tobacco products from the Philippine Islands:

	Aug., 1917.	*Aug., 1918.*
Cigars, large, Class A..No.		81,129,173
Cigars, large, Class B..No.	All at	388,632,593
Cigars, large, Class C..No.	$3 per	172,021,888
Cigars, large, Class D..No.	thousand	1,193,350
Cigars, large, Class E..No.		1,628,015
Total	689,928,277	644,605,019
Cigars, small .....No.	66,974,706	61,830,910
Cigarettes, large .....No.	2,066,275	2,340,110
Cigarettes, small .....No.	3,269,452,936	3,444,446,234
Snuff, manufactured ..Lbs.	2,702,416	3,479,126
Tobacco, chewing and smoking .....Lbs.	39,396,324	40,764,853

CONFUSION OF THOUGHT

The future historian of the war will, no doubt, rightly find in the heavy increase of tobacco imports at a crucial time in the war an admission by the authorities of its essentiality as a munition and as a taxable article. If he looked for the reason why its full importance to a nation at war was not recognized long before the fourth year of hostilities he will find it in the confusion of thought which classed tobacco as a luxury, pure and simple. Such a conclusion left out of account the fact that the soldier's only luxury—tobacco—has medicinal qualities of unsuspected value, acting not only as a partial anaesthetic to a wounded man, but as a soother of nerves tried by shocks such as the human nervous organization has never before been called upon to sustain.—From London "Tobacco."

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
New York Office; 203 W. Broadway

TURKISH CIGARETTES
CADO COMPANY, INC.
145 Lafayette Street - New York City
BRANDS { Fifty-Six - - - - - 10 for 25c
Cado - - - - - 10 for 15c
Water Lily - - - - 20 for 15c

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
East End Avenue and 81st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

Cork Tips **Cork Bobbins**
BOUCHER CORK & MACHINE COMPANY, Inc.
216 WEST 18TH STREET NEW YORK

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

NO PROTEST:—40,819. For all tobacco products. January 19, 1918. Victor Levor, Attica, Ind.

NUBAR:—40,820. For cigarettes and tobacco. October 11, 1918. Turco American Tobacco Co., 220 W. Nineteenth Street, New York City.

HUSKIES:—40,824. For cigars, cigarettes, tobacco, cheroots and little cigars. August 9, 1918. Lasteco Cigar Co., Quincy, Fla.

T. G. MASARYK, PRESIDENT:—40,825. For cigars, cigarettes and tobacco. October 15, 1918. Thos. Vavra, Chicago, Ill.

QUISTCONCK:—40,826. For all tobacco products. October 15, 1918. Frank E. Weller, Philadelphia, Pa.

E. A. KLINE'S MEDALIST:—40,827. For all tobacco products. October 19, 1918. E. A. Kline, New York City.

GENERAL ARMANDO DIAZ:—40,828. For all tobacco products. February 19, 1918. American Litho. Co., New York City.

UNCONDITIONAL SURRENDER:—40,829. For cigars, cigarettes and tobacco. October 17, 1918. F. M. Howell & Co., Elmira, N. Y.

FRANCO AMERICAN TOBACCO CO:—40,830. For all tobacco products. October 15, 1918. Andrew Petrakis, Seneca Falls, N. Y.

KRAGS:—40,831. For cigarettes. October 19, 1918. B. Payn's Sons Tobacco Co., Albany, N. Y.

CRAGS:—40,832. For cigarettes. October 19, 1918. B. Payn's Sons Tobacco Co., Albany, N. Y.

SONNY BILL:—40,833. For all tobacco products. October 23, 1918. Cole Litho. Co., Chicago, Ill.

TRANSFERS

M. & O.:—11,905 (Tobacco Leaf). For cigars. Registered April 29, 1896, by Martin & Orocchi, Denver, Col. By various transfers was acquired by Joseph Orocchi, Denver, Col., July 30, 1918. Re-transferred to Louis Levinson & S. D. Friedland, Denver, Col., October 5, 1918.

DARK HORSE:—674 (U. S. Tobacco Journal). For cigars. Registered September 4, 1883, by Winhold & McAuley, Albany, N. Y. By various transfers was acquired by Martin Sebast, Albany, N. Y. Re-transferred to Dearstyne Bros. Tobacco Co., Albany, N. Y., October 5, 1918.

NEMO:—660 (U. S. Tobacco Journal). For cigars. Registered September 4, 1883, by Winhold & McAuley, Albany, N. Y. By various transfers was acquired by Martin Sebast, Albany, N. Y. Re-transferred to Dearstyne Bros. Tobacco Co., Albany, N. Y., October 5, 1918.

An exchange says that in a letter written by Benjamin Franklin to General Gates on August 28, 1776, the information was conveyed that Congress had decided to undermine the loyalty of the Hessian mercenaries in the British army. This it proposed to do by printing offers of land to all those who would change their allegiance. Printing the temptation in the German language the authorities used the sheets as tobacco wrappers and caused the material to be captured by the Hessian soldiers.

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

FOR SALE—Contents of a small, neat factory, mostly new, in office building. Fine location. Electric light, steam heat; cheap rent. All at cost. Owner retires. Registered brands and imported bands at cost. Established 40 years. Robert Link, 2050 Amsterdam Avenue, New York City.

FOR SALE—SHORT FILLER SCRAP, made from all Ohio tobacco, price 30 cents. Also have fine lot Dutch tops for sale. Will buy low grades of all kinds. C. C. Ehrhart, Versailles, Ohio. Factory No. 9, Tenth District.

FOR SALE—Twenty-four Miller, DuBrul & Peters suction tables, in perfect condition. For a quick sale a very low price will be accepted. Address Box 151, "The Tobacco World."

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

WANTED

WANTED—Control of a factory in Pennsylvania, either in York or Lancaster Counties; factory making between 25,000 and 100,000 cigars weekly. Will want owner to run factory on so much per thousand basis. Address Box 235, care of "Tobacco World."

CIGAR FACTORY WANTED—Will pay "spot cash" for a cigar factory able to make from ten to twenty million cigars a year. Address, with full particulars to Box 236, care of "The Tobacco World."

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made.
J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

HELP WANTED

CIGAR FOREMAN—Wanted in Philadelphia factory on suction work. Good opportunity for competent man. Address Box 234, care of "Tobacco World."

SITUATION WANTED

FACTORY MANAGER OR FOREMAN—A young man wants a position as general manager or foreman in a cigar factory. Has had seven years' experience in all parts of factory. Prefers the West; now employed in the East. Address Box 238, care of "Tobacco World."

The Tobacco World

Established 1881

Volume 38 | November 1, 1918 | No. 21

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

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Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
INCORPORATED
LOUISVILLE, KY., - - U. S. A.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W
WM. WICKE RIBBON COMPANY
Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain
WOODHAVEN AVENUE, GLENDALE, NEW YORK

GARRETT H. SMITH, U. S. and Canadian Representative for
COMPAÑIÁ LITOGRÁFICA DE LA HABANA
Finest Imported Cigar Bands and Labels. Also GUMLESS Bands
NEW YORK OFFICE (Phone, Stuyvesant 7476) 106 E. 19th ST.

Parmenter Wax-Lined Coupon Cigar Pockets

AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known

Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

GEO. SCHLEGEL
22nd St. and Second Ave.,
NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

A BARGAIN IN CIGAR LABELS AND BANDS.

On account of the prevailing high cost and scarcity of material, labor, etc., we have decided to close out and discontinue a large number of attractive stock labels with title and design rights.

We are also closing out at exceptionally low prices the entire line of stock labels formerly made by Krueger & Braun, of which firm we are the successors.

We still have a quantity of attractive stock cigar bands, which we will also close out at prices far below the present cost of producing such bands. Write for samples and prices.

WM. STEINER SONS & CO., 257 W. 17th Street, New York City.

HEYWOOD, STRASSER & VOIGT LITHO. CO.
26TH STREET & 9TH AVENUE, NEW YORK
MANUFACTURERS OF
CIGAR BOX LABELS BANDS AND TRIMMINGS

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30 N. La Salle St., Chicago, Ill.
CANADIAN REPRESENTATIVES
B. B. B. Co., Montreal, Canada
PHILADELPHIA OFFICE
914 Drexel Building
SELLING REPRESENTATIVES
ADOLPH FRANKAU & CO.,
129 Fifth Avenue, New York City

10¢ is the price of the large package of 15

SWEET CAPORAL

CIGARETTES

10¢

Save the tin foil from your Sweet Caporals and give it to the Red Cross.

Like Mother's pie, "Sweet Caps" simply can't be improved on no matter what the price.

Ask Dad, he knows

Guaranteed by
The American Tobacco Co.
INCORPORATED

LARGE SIZE

VOLUME 38 NO. 22

The TOBACCO WORLD

NOVEMBER 15, 1918

TOBACCO STRIPPERS ARE SCARCE WAGES ARE HIGH

There is always waste in stripping filler—such as scrap and shrinkage.
There is always the inconvenience of casing and drying your filler.
Why not use a filler which is already stripped, resweated and prepared, and because of its reputation can be depended upon for

Quality——Burn——Aroma

THE UTMOST IN STRIPPED
PHIL-TO-CO
AND BOOKED FILLER TOBACCO
TRADE MARK

Headquarters for Manila Tobacco in the United States
Samples sent upon request

PHILIPPINE LEAF TOBACCO CO.
123 Maiden Lane - - - - New York City
Canada Office: 17 Dundee St., London, Ontario, Canada

MADE IN BOND

FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.

PHILADELPHIA

"Above All"

BOLD

Cigars

continue to hold their reputation and demand. Nationally known and smoked by all particular smokers.

Topic

The new ten-cent cigar is daily increasing in demand. It pleases. Try it and let us convince you.

Little Bees

The popular package of ten little cigars. The national smoke.

BOBROW BROTHERS

Manufacturers

Philadelphia, Penna.

ROCKY FORD

HAND MADE CIGAR DELICIOUS FLAVOR

MANUFACTURED IN OUR NEWARK, N. J., FACTORIES

"We also manufacture at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies, giving the Jobber and Retailer an exceptional margin of profit."

UNION AMERICAN CIGAR CO.

General Offices, Pittsburgh, Pa.

For Gentlemen of Good Taste

San Felice

7c Cigars

The Deisel-Wemmer Co.,

LIMA, O.

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.

NEW YORK CITY

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE 222 PEARL STREET NEW YORK

FACTORY TAMPA FLORIDA

WAREHOUSE LEALTAD 129 HAVANA

CHANCELLOR

The Acknowledged Leader Among Mild Sumatra Wrapped Havana Cigars

---

Pipes are worth more today

It costs more to make a good pipe today than ever before. Labor has gone up. Materials have gone up.

We have to ask the jobber a higher price. He has to ask the retailer a higher price. But W D C Pipes are worth it.

Be fair to your customers—but be fair to yourself too. A pipe that was *worth* 50 cents a few months ago is *worth* 75 cents now, and the *value* of other briars has gone up accordingly.

Price W D C Pipes at what they are worth. You are fully entitled to your regular fair profit.

WM. DEMUTH & CO.
230 Fifth Ave., New York
World's Largest Pipe Manufacturer

W D C TRADE MARK

MURAD

THE TURKISH CIGARETTE

The Maintenance of an Inflexible Quality Standard in

CRESSMAN'S COUNSELLOR CIGAR

is reflected in the unvarying increase in consumer demand.

Good judgment favors stocking—displaying—recommending it everywhere

Allen R. Cressman's Sons,
Makers
PHILADELPHIA

FACTORY BRANDS:
BOUQUET DE PARIS
FAVORITA ESPANOLA
LONDON JOCKEY CLUB
EL MARVELO
JUANA DIAZ

Neudorf's
BOUQUET DE PARIS
"The Havana Cigar of Exclusive Mildness"

The cigar that is PREFERRED by United States Senators, Eminent Bankers, and other professional men who are exceptionally discriminating. This proves the unusual merit of Neudorf's *Bouquet de Paris* Cigars.

Write at once for prices and territory

MINDEN & DAVIS
MANUFACTURERS
1809-1811 First Ave. - New York City

EL TROVADOR HABANA
EL TROVADOR
CIGAR
MADE IN HAVANA
A High Grade Imported Cigar made of the finest Vuelta Abjo Tobacco grown on the Island of Cuba
CHARLES LANDAU & CO.
93 SAN RAFAEL STREET HAVANA, CUBA
45 WALL STREET NEW YORK

L. S. LOEWENTHAL S. LOEWENTHAL B. LOEWENTHAL
S. Loewenthal & Sons
Importers of Havana and Packers of Leaf Tobacco
123 MAIDEN LANE, NEW YORK

USE PHILIPPINE TOBACCO
Binder—Filler—Scraps
IMPORTED DIRECT FROM MANILA
BY
S. J. FREEMAN & SONS, 123 Liberty St.,
NEW YORK CITY

West 14th St. Warehouse Co., Inc.
222-228 West 14th Street
NEW YORK CITY
Specially equipped for the rapid handling of Tobacco
FREE AND BONDED SPACE
Low Insurance Inquiries Solicited

KELLY'S BOUQUET
Key West Cigars
DISTINCTIVE AND MILD
Manufactured by Cuban experts on the Island of Key West (just 89 miles from Havana)
Selected Havana Filler with Genuine Shadegrown Wrappers combine to make a cigar of
EXCEPTIONAL CHARACTER AND MILDNESS
Attractive Line of Shapes at
10c—2 for 25c—15c and 20c
HAVANA-AMERICAN CO.
(Branch American Cigar Co.)
111 Fifth Avenue - - New York City

Volume 38

THE TOBACCO WORLD

Established 1881

Number 22

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, November 15, 1918 Foreign $3.50

With Peace In Sight, Cigar Industry May Not Be Disturbed With A Conservation Program

THE Conservation program of the cigar manufacturers, as accepted and ratified by the War Industries Board, reached most of the trade just prior to the news of the armistice, out of which we all hope will come a lasting peace.

Our Washington correspondent in commenting on the program ventures the opinion that if the program does become operative, it will not be for very long, as the cessation of hostilities will remove many of the causes for the operation of a conservation program.

As the cigar industry has not yet been disturbed by these changes, it seems as if it would be to no advantage to apply the ratified regulations for the period of a few months. The result would be detrimental to the trade in many ways, for no changes, great or small, can be accomplished without loss of time and money. The most drastic of the regulations are not effective until January 31, 1919, and from present indications peace will be signed by the middle of March.

With the cancellation of war work, labor conditions will ease up. This should mean an increased output of coal, a return to the cigar bench of men and women in munition plants, an easing up of transportation difficulties on land and sea, and a gradual strengthening of executive and selling branches of all businesses which have been weakened steadily by the drain of the selective service law.

The lithographers and boxmakers suffer the most from the conservations. Some of the economies meet with the full approval of the lithographers, and the boxmakers as permanent measures. Others work a hardship, but all are ready to make the sacrifices, if the needs of the nation demand them.

Most certainly out of the mass of recommendations from which the program was formed there are many economies that could be profitably practiced as permanent standards.

The matter of reducing sizes and shapes is one that ought to meet with the approval of most manufacturers. A further step for the benefit of the entire industry would be the standardization of the popular sizes and shapes retained.

The prices of cigar boxes have mounted considerably since 1914, but it is contended that at no time has the price of the one-tenth box been a profitable one for the boxmaker. The boxmakers have just begun to discover this, just as some cigar manufacturers went along for nearly a year before they discovered that at the quoted prices on certain sizes the factory had been losing money.

With cheaper cigars it is hard to believe that as far as the size variation goes there is a real argument for it. A variation of one-sixteenth inch in the length of a londres or perfecto means a waste of five per cent. in a car of lumber. The boxmaker charges this up, of course, but is not five per cent. worth the consideration of the cigar manufacturer?

This extravagance or waste would mean a big saving to cigar manufacturers, and if it could be passed on to the dealer it would certainly brighten his prospects. Does the consumer of the cheaper cigars smoke individuality in size and shape variations or does he smoke the individuality of the blend of tobaccos? As most cigars are now banded, the fear of box stuffing on account of a standard size is practically eliminated.

Many of the extravagances of the cigar manufacturing industry are due to the very human desire to outdo the other fellow, but there must be a limit.

The cigar manufacturing industry will progress fastest by all working together for the general good of the trade. It is to be pointed out that the Tobacco Merchants' Association has made some progress in bringing the manufacturers together in a national organization. That could be very much strengthened by the formation of local organizations that would meet frequently and discuss the general problems of the industry with the idea of securing a satisfactory solution for all concerned, and of creating a very-much-to-be-desired atmosphere of harmony.

This war has developed a good fellowship among nations that is destined, in time, to become world wide. There is no reason why in the cigar manufacturing industry this spirit cannot be fathered and developed to its fullest extent. The only reason why it has not come to pass is because too many firms nurse the illusion that one head is better than two.

It is to be doubted if there is an organization of any trade or industry where in open discussion every member who has attended meetings has not come away with some good tips that could be profitably applied to his own business.

Suspicions of a competitor are many times merely the creatures of a jealous mind, and without a real basis for existence. It is time to bury the hatchet and learn how to shake hands, and to be willing to put your feet under the table with the "other fellow."

Value of Our Leaf Exports Tripled

WITH exports of nearly everything not a war munition falling off steadily, the report that shipments of unmanufactured leaf were greater in value during the first eight months of 1918 than during any previous corresponding period is very cheerful news. According to statistics now being compiled by the bureau of foreign and domestic commerce of the Department of Commerce, our exports of unmanufactured leaf during the eight months ended with last August totaled 243,418,658 pounds, valued at $74,463,857, as compared with 148,719,224 pounds, worth $26,161,905, during the corresponding period of 1917. The shipments during 1916 were greater in quantity, amounting to 333,553,832 pounds, but were of lower value—$42,711,103.

The following table shows in detail the exports to the various countries:

1916	*Pounds*	*Value*
Belgium,	.....	.....
Denmark,	15,340,847	$1,713,984
France,	43,408,185	3,597,679
Italy,	20,772,171	2,311,046
Netherlands,	66,553,040	6,433,842
Norway,	5,806,931	640,374
Portugal,	4,157,372	606,557
Spain,	7,472,034	536,026
Sweden,	1,604,988	188,694
Switzerland,	396,634	36,446
United Kingdom,	111,842,413	17,811,598
Canada,	14,445,248	2,460,334
Mexico,	937,375	104,835
Argentina,	2,016,755	339,278
China,	8,710,220	1,125,322
Hongkong,	6,294,339	1,259,296
Japan,	2,068,683	340,025
Australia,	7,253,496	1,351,245
British West Africa,	5,930,671	781,738
French Africa,	2,430,146	294,575
Other countries,	6,112,284	778,209
1917	*Pounds*	*Value*
Belgium,	75,523	$6,500
Denmark,	266,949	33,416
France,	30,004,458	4,323,220
Italy,	29,174,168	3,564,165
Netherlands,	1,395,352	185,436
Norway,	2,601,225	420,914
Portugal,	1,444,058	311,261
Spain,	9,918,944	1,525,312
Sweden,	652,289	87,643
Switzerland,	686,400	128,554
United Kingdom,	26,262,270	6,502,359
Canada,	12,007,513	2,787,760
Mexico,	1,150,419	168,058
Argentina,	4,651,998	700,672
China,	6,325,802	1,331,535
Hongkong,	993,527	258,442
Japan,	1,784,203	392,086
Australia,	7,954,723	1,577,540
British West Africa,	4,652,212	727,299
French Africa,	1,799,741	276,424
Other countries,	4,917,450	853,309
1918	*Pounds*	*Value*
Belgium,	.....	.....
Denmark,	.....	.....
France,	41,416,318	6,987,814
Italy,	24,059,075	3,508,758
Netherlands,	.....	.....
Norway,	2,974,364	672,353
Portugal,	908,815	233,227
Spain,	1,175,944	147,080
Sweden,	670,283	133,549
Switzerland,	331,605	80,385
United Kingdom,	115,897,158	43,325,291
Canada,	16,595,131	6,291,898
Mexico,	1,103,546	155,718
Argentina,	2,645,976	471,811
China,	9,711,174	3,870,652
Hongkong,	4,446,986	1,729,123
Japan,	3,432,966	1,270,796
Australia,	7,005,079	2,907,132
British West Africa,	5,838,724	1,312,816
French Africa,	1,887,929	462,214
Other countries,	3,317,585	903,240

Sumatra Importers Gain Legal Point

IT is gratifying to the trade to learn that in New York last week Judge Mayer, of the Federal District Court, granted the application of the Sumatra importers who were recently indicted, and ruled that the prosecution should furnish a bill of particulars setting forth in detail the specific acts on which the charges that brought about the indictment were based.

Judge Mayer held that it was reasonable that the indicted importers should have a very definite statement of the alleged unlawful acts with which they are charged.

While some of the motions of the attorneys were denied, the outcome of the application has placed the Sumatra men in a more favorable position, as they will now learn exactly what the charges that resulted in the indictment are.

The Sumatra importers, through John H. Duys, have, so to speak, "laid their cards on the table." The various operations with which they have been concerned have been given to the public without any attempt at concealment of any fact. They have received a vote of confidence from their fellow members in the trade. And until the case is fairly tried and a decision rendered, the industry is fair enough not to pass judgment.

The Smokes Our Soldier's Receive

AS if it were intended as a tribute to the valor to our infantrymen and artillerymen a shower of 20,000 packages of cigarettes fell from American airplanes into their hands while they were driving the Hun out of the St. Mihiel salient a short time ago, where he had remained for four years in brutal and inexorable tyranny. On each package was stamped "Compliments of the Knights of Columbus."

While this scene was being merged into the history of the most terrific struggle the world has ever known, workers on foot from the Y. M. C. A. were distributing chocolate and more cigarettes among our peerless troops.

On land and in the air these faithful and fearless workers kept pace with the American fighters, moving forward with them in the first offensive exclusively executed by our valiant soldiers.

And these are but two of the seven war service agencies, recognized by the Government, whose representatives carry the touch, the spirit, the feeling of love from the home direct to the boy and man in the firing line.

The leaders of these seven organizations are exerting themselves to the utmost to add to the comfort, contentment and efficiency of those fighters who are struggling for the salvation of the world and the freedom of mankind.

It was perhaps a realization of the fact that no interruption should be permitted to disturb the highly important services rendered by these seven accredited welfare agencies that prompted President Wilson to request that they affiliate and conduct their United War Work Campaign, scheduled for the week of November 11 to 18, as one all-embracing organization, instead of prosecuting seven separate and distinct campaigns.

The response to the President's request was immediate and gratifying, and within twenty-four hours after its receipt there had been formed a National Committee of thirty-five men and women, consisting of five representatives from each of the seven organizations.

The purpose of the United War Work Campaign is to raise a fund of $170,500,000 by voluntary contributions. When this sum is raised, it will be divided on a pre-arranged basis among these seven war service agencies, and will be used by them for the benefit and welfare of our fighting men in camp, on the battlefield and on the seas.

The seven organizations embraced in the President's request are the Young Men's Christian Association, the Young Women's Christian Association, the National Catholic War Council and Knights of Columbus, the War Camp Community Service, the Jewish Welfare Board, the American Library Association and the Salvation Army.

During the period between July 1, 1917, and September 1, 1918, the Y. M. C. A. and the K. of C. shipped to France for free distribution among our fighting forces there, 1,811,293,770 cigarettes, 42,065,159 cigars, 1,217,621,163 pounds of smoking tobacco, 1,816,129,163 pounds of chewing tobacco, and nearly 10,000,000 corncob pipes.

The Salvation Army ships monthly to France fifteen tons of tobacco and cigarettes.

Aside from these shipments which are exclusive of the quantities of similar supplies sent overseas by the other four organizations, and which mount into the hundreds of millions of pounds, there still remain with the various tobacco manufacturers unfilled orders for more than a billion cigarettes, and several hundred million pounds of tobacco.

The brands included in these great cigarette purchases are: "Egyptian Straights," "Lucky Strike," "Mecca," "Lord Salisbury," "Hassan," "Omar," "Sovereign," "Pals," "Fatima," "Piedmont," "Chesterfield," "Broadleaf," "Home Run," "Perfection," "Sweet Caporal," "Obak," "Virginia Bright," "Egyptian Deities," "Adsyn," "Camel," "Natural," "Melachrino" and "Army and Navy Specials."

Of the smoking tobacco the brands were: "Bull Durham," "Tuxedo," "Lucky Strike," "Mail Pouch," "Duke's Mixture," "Velvet," "Stag," "Prince Albert" and "Union Leader."

The brands of chewing tobacco comprised "Piper Heidseick," "American Navy," "Battle Axe," "Star," "Horseshoe," "Climax" and "Brown's Mule."

There were forty-four brands of cigars, among which were: "Dubonnet," "Key West," "Little Bobby," "Robert Burns," "White Owl," "Owl," "Tom Keene," "Little Tom," "La Azora," "Portina," "Ricoro," "El Toro," "La Matina," "Violetta," "El Roi Tan," "Charter," "Robin Hood" and "Mardi Gras."

Among those from whom these supplies were purchased are: P. Lorillard & Company, American Tobacco Company, United Cigar Stores, Federal Cigarette and Tobacco Company, Liggett & Myers Tobacco Company, Frishmuth Brother & Company, National Tobacco Products Company, R. J. Reynolds Tobacco Company, Tobacco Products Corporation, American Cigar Company, American Exchange Cigar Company, A. H. Hillman Company, Otto Eisenlohr & Bros., Inc., T. Fendrich, Garcia & Vega, E. H. Gato, General Cigar Company, E. Kleiner & Company, Jose Lovera Company, Havana American Company, Lilies Cigar Company, Pendas & Alvarez, Porto Rican-American Tobacco Company, Rosenthal Brothers, El Sidelo Cigar Company, Seeman Brothers, E. M. Schwarz Company and Waitt & Bond.

These seven war service agencies have a combined fleet of 1000 automobiles, which are constantly radiating between the seaboard and the battlefield.

Two hundred of these cars are large trucks, and are used for the purpose of transporting the supplies from the coast to the huge depots, where they are sorted and arranged for immediate delivery to the cars that operate between the depots and the battle sectors.

For the purpose of conveying these supplies as quickly as possible to the men in the firing lines, 500 smaller cars, or lorries, are in constant use, and under the direction of a secretary or representative of some one of these accredited war service agencies. Disre-

(Continued on Page 20)

Cigar Prices Will Be High For Some Time

THE end of the war holds out little hope to the consumer that cigars will be any cheaper for some time. In fact it is pointed out that in lines where the prices are controlled at present, a lifting of the price restrictions may mean higher prices than we have seen yet. It is to be hoped that if this condition exists the control will be maintained.

It is estimated that the cessation of war industries will turn loose some 20,000,000 workers for other lines of production. There seems to be some fear of a very cheap labor condition. But it is worth considering that while food prices remain high (and they will as long as we have to victual the European nations), labor will demand its fair recompense.

Tobacco men are all of the opinion that leaf will remain fairly high, and if a heavy demand comes from abroad higher prices than we have yet seen may come to pass. It seems quite likely that there will be a great demand for our leaf in the European markets, and if European buyers are willing to go the limit to get tobacco there is no predicting where the leaf prices will stop.

The cigar manufacturers have, until recently, been continually behind the procession with their price increases, and some of them will be unable to make a concession in price for a long time. It seems to be a general opinion that prices will never return to their former level.

The tendency of the industry seems to be toward higher priced goods, and that would indicate an increasing demand among consumers for goods selling at ten cents and up.

The retail dealers have received a much needed education from war-time conditions. The sixty and ninety-day proprietors are about eliminated, and the discount-takers are in a majority. Dealers willing to discount their bills have become plentiful, and manufacturers have catered to them. Let us hope that no condition will arise that will allow the dealer to fall back into the old rut.

Manila Tobacco Business Going Strong

Washington, D. C.

THE War Department has just made public complete figures of the export business of the Philippine Islands during the fiscal year ended June 30 last. Exports of cigars during the year totaled 318,564,000, the striking increase of nearly fifty per cent. over 1917 being doubtless due in large measure to the continuation of well-directed efforts of the Philippine Government to improve the standard of the Philippine cigar and popularize it in the American market. American purchases totaled seventy per cent. of the entire business.

Exports of unmanufactured tobacco also established a new high record, both in quantity and price. With exports exceeding 40,000,000 pounds and averaging over ten cents a pound, or two cents above the high figures realized in 1917, the year proved highly prosperous for the industry. In addition to the ordinary leaf trade, a stripped leaf trade of some importance has recently grown up with the United States, and is a prominent feature of the much increased American purchases, which amounted to eighteen per cent. of the quantity of unmanufactured tobacco exported.

The following table shows in detail the export tobacco business of the islands:

Twelve Months Ending June

	1917		1918	
Exports	*Quantity*	*Value*	*Quantity*	*Value*
Cigars	219,039,000	$3,459,824	318,564,000	$5,708,718
United States	148,112,000	2,714,006	224,174,000	4,653,111
Australasia	4,082,000	68,254	6,168,000	107,631
British East India	8,624,000	76,065	10,414,000	106,156
China	19,086,000	235,428	29,527,000	366,620
Other countries	39,135,000	366,071	48,281,000	475,200
Unmanufactured tobacco ..... Lbs.	30,634,136	2,630,480	41,269,433	4,954,298
United States ..... "	3,614,166	537,151	7,466,544	1,740,159
France ..... "	5,615,606	550,753	7,406,927	774,547
Spain ..... "	14,212,088	904,773	24,986,619	2,219,335
Other countries ..... "	7,192,276	637,803	1,409,343	220,257

C. L. L.

Getting On With Your Customers

By Frank Farrington

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YOU might say that there are about as many ways of getting on with customers as there are customers to get on with. Every individual does require a little different treatment, and it is an art to know how to handle them all, but it is an art that can be mastered by every salesman.

Some find the simplest way of getting on with customers is by saying nothing. The man who can remember to say nothing when he has nothing to say will certainly make no enemies and he will get on with folks famously, but unfortunately that is not all there is to it—just to get along with folks peaceably. That will not make any sales. What we want to know is how to get on with folks while selling them goods.

In the first place, the salesman must keep his temper. Any one who cannot do business without getting angry about it has no right to be behind the counter in a cigar store. To get angry at a customer, no matter how great the provocation, is to lose that customer certainly and probably permanently.

It may be aggravating at times to have to put up with the accusations that come from disgruntled buyers. Sometimes they amount almost to insults, and we have to endure what we would resent promptly on the street.

Of course this is more or less humiliating to one's pride, but then many things that are humiliating to one's pride will not do us any real harm, and the man who wants to sell more cigars will have to pocket his pride a good many times.

A cranky customer is discussing a brand of cigars and he tells you he can buy the same cigar under another name from a competitor much cheaper. You know very well what that other cigar is. You know it is not as good as yours, besides being a trifle smaller in size and packed more cheaply. You explain all this and compare the cigar with yours point for point. You show him wherein your brand is a better value. He listens to it all and then says, "Oh, of course you've got to prove your cigar is best, but I've smoked the others and I know what I'm talking about," and he starts to go. That is the culminating point with some salesmen. The balloon ascension takes place right then and there. But with the successful salesman, that is where he gets his second wind and begins again. Instead of telling the man where he can go to buy his cigars and thereby making that smoker so angry that no amount of advertising would ever get him back into the store again, he smiles and starts in to lay the foundation that will serve as a basis for getting some future business even if it fails to land the present order.

The man who can keep his temper under all the trying circumstances that come up in the work of cigar store salesmanship has something of which to be proud. He has made a good beginning on successful salesmanship.

You need to learn to control your temper even though it does make you appear like a dummy at times and humiliates you more than you think you ought to be called upon to endure.

The ability to remember the names of men is of inestimable value in making it easy to get on with them. You know how you feel yourself when your name is used in addressing you when you go into a store. It gives your visit an added importance in your eyes. It makes you feel comfortable and more like patronizing that store. This is a trait that salesmen ought to take into consideration. You ought to remember the names of just as many men as you can and you ought to remember to call them by name when you see them. Just remembering the names is not going to help unless you use the names. All of your regular customers ought to be named every time they come in, and the new clerk ought to be prompted by the older men who know.

It is just as easy to say, "Good morning, Mr. Brown," as it is to say merely, "Good morning," and it makes quite an appreciable difference with the attitude of Mr. Brown. This is not imagination. You know how it is yourself.

Some salesmen know all about how to get on with people in the store and take great pains with them there, only to forget all about it when they get outside. Men like that make some friends in business, but they make none outside. It is a mistake to allow yourself to feel no interest in people outside of the interest in what business you can do with them. Not every man can be a good mixer, but it is worth trying. The more friends a man makes outside of business hours, the more of a business following he will have.

Most men like to buy from a man they know. It is worth while for every cigar store salesman to cultivate a wide personal acquaintance. I don't believe in a man joining fraternal organizations for the main object of helping his business, but I do believe it is wise for him to mix up with his fellow-citizens in all kinds of public matters and to show a friendly spirit and a helping hand whenever chance offers.

Any salesman can please some customers without half trying. There are smokers who are ready to take what you hand out and say nothing. There aren't many of that kind, though. Smokers as a class are more fussy about their cigar store purchases than the average run of trade in other stores. It is worth while to try to please the finicky men, because their trade is valuable when you once get it established.

By being courteous we will improve our position with every one. We all like to buy from courteous salesmen and we know it when we meet such. I remember a salesman whose politeness so impressed itself upon my mind that I always after thought of him as the most courteous salesman I ever knew. I had my nose broken in a baseball game by an inshoot right off my own bat. It gave me two wonderful black eyes. About this time everybody I met asked me where I had been fighting and tried to be humorous at my

expense. I walked into a cigar store on our corner where there was a salesman I knew, but had never noticed particularly. He came to serve me and gave me his usual polite greeting, calling me by name and he waited on me and never even gave my face a second glance. He made no remark, asked no question. He acted as if I looked the same as usual.

Of course in this instance it did not matter much because I was not sensitive about my looks, but the salesman did not know that and I suppose he did not know but I had been in a fight. Anyway I appreciated his courtesy. His attitude made an impression that has lasted ever since.

There are many times when the obvious expression would do no harm, but it does not at all follow that the polite and courteous exception would not do some good. It did in the above instance.

Instead of being just average and avoiding offending people, it pays to go far enough to make a distinctly pleasing impression. Instead of being only negatively polite, be positively so.

Politeness easily becomes a habit and even a boy not brought up to polite manners will soon pick up some if he associates with people who have them. It cannot be expected, however, that a salesman who works for a man of bad manners will himself develop better manners than those of his boss.

The employer is the logical example for the employee, and the former cannot complain if faults which he does not try to correct in himself persist in cropping out in the salesman.

Even the employe who is so exceptional as to realize that he must allow for his employer's imperfections will unconsciously imitate some of them in time. We cannot avoid being influenced.

The salesman who would get on with people must refrain from showing an excess of attention to one class and a lack of it to another. It is necessary that you be just as agreeable with the unimportant customer as with the biggest buyer who comes in. A reputation for favoritism and for seeing only the men with the most money will soon spread.

Another thing that helps in getting on with people is to make yourself personally just as attractive as you can. The salesman with a loud, strident voice will repel some men with that voice. It should be tamed down so it will be agreeable. Some successful salesmen with harsh voices have even taken vocal lessons profitably, although they did not expect to learn to sing.

If you do not know whether your voice is pleasant, and one cannot always tell, ask some one who will give you a candid opinion. Find out whether your voice sounds harshly on the ear. Find out whether it has a cheerful ring or a sort of homesick, woe-begone note. Cheerfulness is a big asset in a salesman and you never meet a cheerful salesman with a dying-calf voice.

So, you see, fitting yourself to get on with people is not the simplest matter in the world. It means the study of customers' character with a view to developing it for commercial purposes. It means going beneath the surface in a hundred ways.

There is no limit to the extent to which a man may go in equipping himself along this line, and he may feel certain that his success as a salesman will be in the same proportion as his attention to the development of the qualities I have just mentioned in this chapter.

Cigarette Exports More Than Double

A NUMBER of interesting features are contained in statistics which are now being compiled by the bureau of foreign and domestic commerce of the Department of Commerce regarding our export business in cigarettes.

The report covers the first eight months of 1918, as compared with the corresponding periods of 1916 and 1917. The figures show that our exports during the 1917 period were more than double those of 1916, and that shipments during the first eight months of this year were double those of 1917. They also show that two new markets have been developed this year, France and the United Kingdom, which, the latter especially, give every indications of becoming a very prominent part of our export trade.

Shipments of American cigarettes during the first eight months of this year reached the amazing figure of 8,332,447,000, with a value of $16,242,185. During the corresponding period of 1917, they were 4,182,374,000, valued at $8,046,261, and, in 1916, 2,250,868,000, worth $3,855,951. In the following table the shipments during the three periods to the various nations with which we do business are shown in detail:

1916	*Quantity*	*Value*
France,	.....	.....
United Kingdom,	.....	.....
Panama,	35,291	$79,283
China,	1,264,338	2,341,311
Straits Settlements,	569,766	759,640
Siam,	94,660	190,943
Other countries,	286,813	484,774
1917	*Quantity*	*Value*
France,	.....	.....
United Kingdom,	.....	.....
Panama,	42,149	$99,619
China,	3,098,103	6,170,695
Straits Settlements,	719,108	1,076,760
Siam,	101,660	208,665
Other countries,	221,354	490,522
1918	*Quantity*	*Value*
France,	788,913	$2,527,522
United Kingdom,	1,264,587	3,335,969
Panama,	37,226	110,595
China,	4,534,333	7,562,652
Straits Settlements,	728,383	923,832
Siam,	153,000	222,483
Other countries,	826,005	1,559,132

About **Business After the War Lord Northcliffe Said:**

"Some British manufacturers are protecting themselves in regard to the after-the-war market by continuous advertising, even though they have no goods to sell. This is certainly a sound business policy."

—Cleveland News, Dec. 28, 1917

IF CONTINUOUS advertising is a sound business policy in England, *surely* it is even better here at home, where *intensive advertising* methods have come *nearer* to perfection than in *any other* country.

This is *not* a time to curtail or discontinue advertising, but rather a time to give more real *intensive thought* to both the message and the messenger; to make it most *resultful* in building good-will and bigger profits.

Your plant is probably geared up to a standard of *24 hours per day* operation instead of 8 or 10 as formerly. By investing wisely in Business Paper Advertising now, while your business is *exceptionally* good, you will be able to *maintain* this *24-hour-per-day speed* after the present abnormal conditions are over, thereby eliminating the necessity for "junking" *two-thirds* of your equipment and greatly *increasing* your overhead cost.

It *pays* to get set, aim and fire your advertising shots, of the 42-centimeter kind, to the buyers who are *vitally interested* in *your* proposition—the readers of

Choose to Use

The Tobacco World
236 Chestnut Street
Philadelphia

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Cigar Trade Conservation Program Ratified

Washington, D. C.

A PROGRAMME for economy in the manufacture of cigars has been arranged by the War Industries Board and is being sent to all manufacturers, distributors and retailers by A. I. Esberg, chief of the tobacco section, with a request for co-operation. No curtailment in the quantity of tobacco to be used for the manufacture of cigars is to be ordered.

The programme calls for a reduction where possible in the number of brands, sizes and shapes of cigars made by each manufacturer. It is also provided that, beginning January 31 next, the use of tin foil to wrap cigars and of tin boxes and containers for packing is to be discontinued.

The object of the programme is to husband to the utmost all labor, material, capital and equipment. This can be accomplished, it is declared, by the industry cooperating in the elimination of needless packing and handling and unnecessary use of material.

Effective November 18, no new brands are to be put out except on written approval from the War Industries Board. Cigar boxes are no longer to be varnished, and, to conserve the paper supply, restrictions are placed on the use of tags, pasters, paper frontmarks or color marks.

The remainder of the programme becomes effective January 31 next, and regulates packing in wooden boxes and requires the discontinuance of the use of tin foil, tin boxes and tin containers. Boxes and labels, cedar or colored paper, exterior box covering and edges and other materials on hand, which are not to be used under these restrictions, may be utilized, but no further contracts or orders for such goods should be placed.

The board asks cigar manufacturers to pledge themselves to install no new equipment, not to expand their manufacturing facilities or create new ones and to comply with the conservation programme. It is believed that this programme, which was to be effective "during the war," will be revoked within a short time.

The signing of the armistice has made possible the relaxation of many of the restrictions which were placed about industry during the war, and the various Government departments are now making plans to let down the bars and return industry to normal channels.

No time is to be lost in setting the industry of the country on its feet. There will be no further talk of nonessential industries; all are now essential, for in a very short time the markets of the world will again be open and American commerce will begin to increase.

While, for some time, it will be necessary to keep some restrictions on exports and imports, in order that sufficient tonnage may be had to transport men, food and other necessities to and from the stricken war-center of Europe, the various boards having our industry under their control have announced that the restrictions will be removed as rapidly as practicable.

C. L. L.

Sides Lines For The Cigar Store

IN the selection of side lines for the cigar store, we must bear in mind that this is primarily a man's store. The side lines must therefore be such as men will buy.

Already we find candy an established line. In other stores, and especially in the South, the soda fountain is a part of the standard equipment, and the innovation is spreading to the rest of the country.

In Washington, D. C., one of the large retail cigar stores on Pennsylvania Avenue has not only put in the soda fountain, but has opened up a lunch counter, occupying with the soda fountain one entire side of the store. Here tea, coffee and milk are to be had, and sandwiches, uncooked cereals with milk or cream, pies, etc., provide a light lunch—and guess where the cigars, cigarettes and tobacco are bought.

If we were conducting a cigar store, we would carry a line of magazines and papers. We could have safety razors, stroppers, brushes, shaving soaps and creams, pocket cutlery, a line of showy and dependable scarf pins, cuff buttons and studs.

Chess, checkers, playing cards and dominoes for certain localities should appeal to many in search for pastimes. The scope for expansion by the cigar store is broad enough to engage a real man's entire thought and action.—From "The Novelty News."

Senator Knute Nelson, of Minnesota, is quoted as saying recently in Washington: "I would especially protect the poor man's tobacco. I have no objection to placing a good tax on cigars and cigarettes, but I do not like to see taxes placed upon the poor man's chewing tobacco and smoking tobacco for his pipe. For thousands of men this kind of tobacco is as much food as bread and meat."

The State Department of Agriculture of North Carolina reports 80,103,710 pounds for sales of tobacco leaf in September, 1918, against 84,804,700 for September, 1917, a difference of about 4,800,000. South Carolina's August sales showed an increase of 3,000,000 pounds over August, 1917, with an average price of $33.86. The average price in 1917 was $21.65.

You Can't Afford to Stick to Hand-Stripping

The Universal Pays Dividends In Increased Production

IT'S wasteful and unpatriotic to employ men or women to do the work that a machine will do *better* and more *economically*.

Your biggest problem today is the scarcity of labor. Why not save yourself the worry and expense of depending on the human element to do your stripping by installing the

Universal Tobacco Stripping and Booking Machine

One Universal will do as much work as 2 to 3 hand-strippers—and it requires only one *girl* to run it.

By following our method of instruction you can develop a hand-stripper or an inexperienced employee into an efficient Universal operator in 2 or 3 days.

If you employ five and over, cigar-makers, you need the Universal. It will save you money from the day you install it.

Put it to a test! Arrange now for a demonstration in your own factory with your own tobacco. You be the judge.

Catalogue and Price List on request.

UNIVERSAL TOBACCO MACHINE CO.

79 Fifth Ave., New York

Factory, 98-104 Murray St., Newark, N. J.

YOUR BIGGEST GIFT
The Time has come to Make It!

One recompense of the war is the pleasant surprise some of us are getting on making real gifts.

Up to now, many of us have supposed that Charity consisted of passing on one's old clothes to the Salvation Army or the Heathen Hottentot.

Now and then many of us used to feel an urge to give real sums of money to someone or to some worthy charity but compromised with our inclination.

But the war is here—and has taught us a great deal. It is teaching us for one thing, the true joy of giving.

Now comes the United War Work Campaign during the week beginning November 11th. You are asked to give for the welfare of all America's sons in service, $170,500,000!

Seven great organizations, ministering to Protestant, Catholic, Jew, and doubter, are calling on you to back their wonderful work.

Answer! Answer with all the money you can spare! Money has never been needed so greatly or for a worthier purpose.

NOW GIVE!

GENERAL CIGAR CO., Inc.
No. 119 West Fortieth Street
NEW YORK CITY

TRADE NOTES AND NOTICES

THE Philippine Leaf Tobacco Company calls the attention of cigar manufacturers to the economies to be found in the use of stripped and booked Philippine tobacco. The successful use of Philippine tobacco by cigar manufacturers in this country is attested to by the enormous increases in the importation of Philippine leaf into this country in the past two years. The firm will gladly send samples on request. Canadian manufacturers may secure samples and information at 77 Dundee Street, London, Ont., Canada.

Jobbers who pay the freight and who purchase cigars packed in cans will be interested in the Damptite can. One jobber figured that the difference in weight over the tin can would mean a freight charge saving of between $3000 and $4000 a year. Cigar manufacturers who would like to help their jobbers increase their profits should apply for full information regarding this package, which is bound to prove a boon to the trade in these times of high prices.

At the recent sale of tobacco held by the United States Shipping Board, H. Duys & Company, Incorporated, acquired about 13,000 bales of Sumatra and Java. The tobacco will be exported.

It is reported that the Strand Cigarette Company, of New York, has leased quarters at the southeast corner of Seventh and Market Streets and will move its factory to Philadelphia.

The employees of the Tobacco Products Corporation and its subsidiary corporations in New York City will hold an entertainment and ball at Palm Garden on Thanksgiving Eve, Wednesday, November 27, 1918.

Stockholders of the Weyman-Bruton Company will be asked on December 4 to increase the common share authorized capital from $6,000,000 to $9,000,000, and the preferred, also, from $6,000,000 to $9,000,000.

M. Rosenstein will be in charge of an office at 306 Race Street, Philadelphia, representing L. Wetstone, who has plantations in Vernon and Wellington, Conn., and who packs the Wetstone wrapposhade tobacco at his warehouse, 226 State Street, Hartford, Conn.

James H. Spear, of Ephrata, Pa., has worked at the bench for sixty-four years, and is said to be the oldest cigarmaker in continuous service in the United States. He began making cigars when he was thirteen years of age. He owns his own leaf tobacco business, but makes some cigars every day just by force of habit and choice.

The Union American Cigar Company has declared a dividend of one per cent. (1%) on preferred stock, payable November 15, 1918, to stockholders of record October 31, 1918.

The United States Civil Service Commission at Washington has announced an open competitive examination for an assistant in tobacco warehouse investigations, the examination to be held on December 4. Further information may be obtained by addressing the secretary of the commission.

Tobacco sales at Danville, Va., for the month of October were 3,943,874 pounds, at an average of $34.43, amounting to $1,357,882.70. For the corresponding month of 1917, sales were about 9,000,000 pounds, the cause being the closing of the warehouses by the State and county boards of health.

The "Wall Street Journal" announced on October 31, that the $25,000,000, seven serial notes of the American Tobacco Company, were oversubscribed from seven to eight times.

Sales of leaf tobacco during the two weeks of October that the market was open at South Bistiro, Va., averaged $33.80 per hundred. At Winston-Salem, N. C., in October, four million pounds were sold in two weeks at an average price of $31.46 per hundred.

The Tobacco Section, Subsistence Division, Quartermaster's Corps, War Department, has purchased three billion cigarettes for army supply during the remainder of the calendar year for the A. E. F. alone. They were not purchased to celebrate the victory with, but they will do very well for that purpose.

The Best & Russell Branch, of Chicago, has leased for ten years, a large space in the Adams Building, Wabash Avenue and Congress Street, including basement, ground floor and second floor. It will occupy the new quarters about February 1, 1919.

The present price of pipe tobacco in Edinburgh, Scotland, is an equivalent in American money of twenty-seven cents per ounce and upward. Storekeepers have quit putting empty boxes in the window for display, because people think there is something in them.

"Hussey's Little Traveler" advises cigar manufacturers to economize in working up their leaf. Europe is wofully short on cigar leaf. Every leaf of tobacco should be saved. Binders should be saved out of fillers and wrappers out of binders. Wrappers should be cut closer, and every little bit of scraps and cuttings should be saved.

Retail cigar dealers on the Pacific Coast have been very accommodating in the matter of cashing checks, both for regular and transient customers, but recent and in some cases considerable losses have caused Tacoma cigar dealers to draw the line against pay checks and adopt a conservative attitude toward checks in general.

CANS THAT HOLD 25 CIGARS
ARE DEMANDED BY YOUR TRADE

The logical substitute that saves the manufacturer money and the jobber freight charges, is **"Damptite"**

SEE 'EM!
Round or Square

Tin rim, tin bottom, tin top, make DAMPTITE strong as the all-tin can. The parchment lining assures all the humidor qualities.

Tests Have Proven DAMPTITE containers to be satisfactory in every way.

Our Agents will show samples and prices promptly on request.

GET YOUR SAMPLES AND PRICES TODAY TO INSURE YOUR TRADE
A STEADY SUPPLY OF 1/40th PACKINGS

WIEDMANN-ST. LOUIS CIGAR BOX CO.
1117-23 NORTH BROADWAY ∴ ∴ ∴ ST. LOUIS, MO.

GARRETT H. SMITH, Inc.
106 E. 19th Street
NEW YORK CITY
Agent for the States of New York, New Jersey, Pennsylvania, Delaware, Maryland and Florida

AMERICAN BOX SUPPLY CO.
383 Monroe Street
DETROIT, MICH.
Agents for the States of Michigan, Indiana and Ohio

44

LIPSCHUTZ'S 44 CIGAR
ADLON 10c CIGAR

The achievement of the Lipschutz Standard in cigars represents twenty-five years of close co-operation with the *trade* and the *consumer;* it is the result of an ideal that cannot be satisfied with anything short of perfection, and the result is a nation-wide prestige.

Through the growth of public approval the consumption of cigars made by the Lipschutz Standard is increasing every year.

The "44" oval products are marketed under a name that carries with it a responsibility for quality.

"44" Cigar Co., Philadelphia

Two National Favorites:

WAITT & BOND
BLACKSTONE
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND TOTEM
Selected Havana Seed Wrapper
Long Filler

These cigars are made in the world's finest cigar factory under the eyes of visitors.

WAITT & BOND, Inc.
BOSTON

Cigar Exports Increase

Washington, D. C.

THE Department of Commerce has just made publ.c the following statistics regarding exports of manufactures of tobacco during the eight-month period ended with last August, as compared with the corresponding periods of the two preceding years:

Only 23,070 pounds of stems and trimmings, valued at $5769, were exported, as compared with 216,580 pounds, worth $13,054, in 1917, and 3,748,287 pounds, with a value of $128,629, in 1916.

Exports of cigars and cheroots increased a thousand per cent. over 1917, amounting to 16,767,000, valued at $680,312, as compared with 1,585,000, worth $36,877. Shipments in 1916 amounted to 1,053,000, valued at $19,832.

Shipments of plug tobacco increased slightly more than half a million pounds, but the value increased $475,000 over 1917. The figures for 1918 were 3,787,540 pounds, valued at $1,377,066, as compared with 3,197,273 pounds, with a value of $902,864. In 1916, we exported 3,394,909 pounds, worth $949,729.

The quantity of smoking tobacco increased nearly two million pounds, while the value increased more than a million dollars. During the first eight months of this year we exported 3,005,144 pounds, valued at $1,779,358, against 1,298,123 pounds, worth $720,104, in 1917, and 1,381,293 pounds, with a value of $712,528, in 1916.

The value of all other manufactures of tobacco, with the exception of cigarettes, exported this year was $330,832, as compared with $300,146 in 1917, and $341,020 in 1916. The value of all manufactures exported, including cigarettes, was $20,409,753, against $10,006,252 last year, and $5,879,060 in 1916.

C. L. L.

COMMERCIAL TERMS

"Send on evening train twenty-two unabridged dictionaries, nineteen small dictionaries and seventeen small hair mattresses."

The new clerk in a Chattanooga wholesale liquor house gasped when he read the order and decided the sender was insane. The old clerk put up twenty-two full quarts of whiskey, nineteen pints of whiskey, and seventeen quart bottles of wine packed in straw. Then he consigned the shipment to Atlanta.

GOVERNMENT TOBACCO CROP ESTIMATES

The Bureau of Crop Estimates of the United States Department of Agriculture, in its report of November 9, gives the yield per acre of tobacco in Pennsylvania in 1917 as 1400 pounds, and in 1918 as 1420 pounds. For the entire United States, 827.1 in 1917, and 871.8 in 1918.

NOTES AND COMMENT

A United States Consul in British East Africa states that the native is becoming more accustomed to smoking cigarettes. The cigarettes are put up in packages of ten and retail for three cents. He remarks that "the quality is of a very low grade."

SHADEGROWN
Connecticut, Florida
and
Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.
142 Water St., New York City

A Pair of Winners

John Ruskin Flor de **MELBA**
Is it TOOOO BIG? The Cigar Supreme

Mr. Dealer:—A box of JOHN RUSKIN and FLOR DE MELBA—the Cigar Supreme, on your show case will increase your business. We recommend that you carry a supply of them.

THE BEST AT THEIR PRICE

See Your Jobber Now, or Write Us

I. LEWIS CIGAR MFG. CO., Newark, N. J.

Largest Independent Cigar Factory in the World

The smokers who buy and the dealers who sell 200,000,000 Cinco Cigars a year appreciate the protection of a brand manufactured with 68 years experience and with the most painstaking consideration for quality ~ and quality alone

7¢ to preserve the quality

OTTO EISENLOHR & BROS., INCORPORATED
PHILADELPHIA
ESTABLISHED 1850

STICK TO Cinco -IT'S SAFE

Our Soldier's Smokes

(*Continued from Page 7*)

garding all danger, all thought of self, these fearless and faithful welfare workers drive their cars, loaded with great quantities of cigarettes and tobacco, and other supplies, straight up to the front-line trenches, and distribute these goods among our troops.

These seven organizations also have in constant operation 300 automobile camp kitchens.

With that same degree of fearlessness, and showing that same spirit of fealty and loyalty, a desire to do all in their power to add to the comfort, the cheer, the welfare of our fighting men, these welfare workers drive their cars into the battle sectors, and from them serve the soldiers hot coffee, tea, chocolate, cocoa and bullion.

The work planned for the benefit and welfare of our boy by the seven organizations is almost immeasurable. It is only through their representatives, the secretaries of these organizations, that we are able to communicate direct with the boy or man from our home; to make him feel, to cause him to realize, by constant reminders, by messages of love and tokens of adoration, that he is in our minds constantly, always, and that his deeds of valor and chivalry thrill our souls and fill our hearts with a greater love and a greater pride, because we believe that in him the world has seen its greatest warrior.

LUXURY AND SCARCITY

Luxury and scarcity are twin brothers. They both mean high values, for people will pay for articles *de luxe* and they will pay more readily when these are scarce so that they and not the other fellow shall enjoy them. The more commodities deserve the war-test word "essential," the less is scarcity advisable in the public interest. Food and tobacco include both luxuries and necessities. The aim of the legislature should be to put them on the market at as low a price as possible and in sufficient plenty for them to do their war work. The war work done by food and tobacco is identical—*viz.*, keeping the human units fit so that they can give output of fighting capacity, munitions or other State service.—From "Tobacco," London, England.

THE LESSON LEARNED

A Chicago man was walking through a foreign quarter of his city when, with an amused smile, he stopped in front of a small eating-place, on the window of which was painted in white, "Lam Stew."

Now, the proprietor happened to be standing in the doorway, and when he saw the smile of the gentleman who had stopped in front of his place he asked to be favored with an explanation of the joke.

Whereupon, the other explained the missing "b" in "lamb," and the proprietor accepted the correction in good part, at the same time expressing his thanks.

When next the Chicago man passed that restaurant he found that the menu had been changed, but that the lesson in orthography had not been forgotten. The proprietor was now offering "Clamb Chowder."—"Harper's Magazine."

VALUE!

MANILA CIGARS selling at retail from five to fifteen cents gives the American Smoker the best Values he can possibly obtain at the present time.

THE PHILIPPINE GOVERNMENT fully guarantees that Manila cigars are hand-made, long filler, and that the tobacco they contain is free-burning, sweet and prime from the famous Cagayan Valley, Luzon.

MANILA CIGARS are a QUALITY proposition that no jobber or dealer can afford to overlook.

The Smoker Gets More For His Money and You Can Get More For Yours By Handling Manilas

For list of Manila manufacturers and American Importers write to

MANILA AD AGENCY 546 West 124th Street, New York

MAPACUBA
CIGARS
A Sure Fire Hit!
It will pay you to push this superfine, strongly advertised 10 cent Cigar. It's a cash-getter of the first water. Stock up!
Manufactured by
BAYUK BROS. CO.,
Philadelphia, Pa.
THE ALL-DAY, EVERY-DAY SMOKE

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT. FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.
To Dealers—
Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.
P. B. GRAVELY TOBACCO CO.
DANVILLE, VA.
DEPT. A

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Meeting 1st Thursday of each month at Masonic Temple, 310 Lenox Ave., New York.

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Meeting 4th Tuesday of each month at Hotel McAlpin.

Autumn Leaves

By Bruce F. Richards

The business man who allows a bad habit of *any kind* to fasten its clutches upon him, is helping his enemy just that much.

The successful business is one that serves well and does it at a reasonable profit.

You can size a man up by learning the *kind of* he chooses. No difficulty then in determining whether he is ambitious and progressive or an individual without ideals or ideas!

No matter how wise *you* may be, every man you meet knows more about *something* than you do. The point to find out is whether *his* special knowledge is worth getting or is best avoided.

To knock one's competitor with the idea of building one's self up, is about as result-producing as to throw gasoline on the flames.

"What's the use," "Good enough," and "I reckon I'm doing about as well as I can," never get a man anywhere. On the other hand, "I will win," "I will do my best," "I will beat my own record" kind of spirit, is what puts a man all to the good.

A man may be honest, kindly, and well posted, and yet fail for lack of plain every-day get-up and hustle.

Many an individual thinks he cannot afford special equipment which he is conscious of needing, and yet overlooks the important fact that he is paying the price of such an investment over and over in lost custom.

The man who makes a condition for the special benefit of the other fellow, must not complain when circumstances are unexpectedly reversed and he has to abide by the terms of his own making.

To overlook small savings is deliberately to decrease one's profits that much, but in watching small issues, large and important ones should not be lost sight of the big things first and details next. To neglect either one is unfortunate.

A prosperous appearance, both of individuals and the business itself, are the best sort of an advertisement, for "Nothing succeeds like success."

The individual who is always telling what a mean old place his home town or city is to live in, is usually the last one to give or to do freely to make it better.

The man who permits himself to indulge in undignified, cantankerous, or quarrelsome language, has lowered himself just that much, for they never advance one's cause, no matter how righteous it may be.

To expect to succeed today along old-time lines and by the use of old-time methods, is to court disaster and disappointment.

170 170

UNITED
WE SERVE

Y. M. C. A. Y. W. C. A
National Catholic War Council-K. of C.
Jewish Welfare Board
War Camp Community Service
American Library Association
Salvation Army

UNITED WAR WORK CAMPAIGN
November 11-18, 1918
$170,500,000
For the Boys Here and Over There

170 170

This space contributed by The American Tobacco Company

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

JOSE F. ROCHA Cable: "DONALLEE"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

Advertise Your Brands
in
The Tobacco World

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

H. NEUBERGER COMPANY
Incorporated
130 Water Street
New York
IMPORT EXPORT
LEAF TOBACCO

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306NO. THIRD STREET, PHILADELPHIA

Tobacco Industry Rating

(Special to TOBACCO WORLD.)

Washington, D. C.

THE Senate finance committee has adopted an addition to the revenue law to amend section 3360 of the Revised Statutes, covering the accounting for tobacco by dealers. The new legislation, if adopted, is to take effect January 1.

Following is the text of the new section:

"Sec. 704. That section 35 of the Act of August 5, 1909, be, and is hereby, repealed, to take effect January 1, 1919.

"That section 3360 of the Revised Statutes be, and is hereby, amended to read as follows:

"Sec. 3360. (a) Every dealer in leaf tobacco shall file with the collector of the district in which his business is carried on, a statement in duplicate, subscribed under oath, setting forth the place, and if in a city, the street and number of the street, where his business is to be carried on, and the exact location of each place where leaf tobacco is held by him on storage, and, whenever he add to or discontinues any of his leaf tobacco storage places, he shall give immediate notice to the collector of the district in which he is registered.

"Every such dealer shall give a bond with surety, satisfactory to, and to be approved by, the collector of the district, in such penal sum as the collector may require, not less than $500; and a new bond may be required in the discretion of the collector or under instructions of the Commissioner.

"Every such dealer shall be assigned a number by the collector of the district, which number shall appear in every inventory, invoice and report rendered by the dealer, who shall also obtain certificates from the collector of the district, setting forth the place where his business is carried on and the places designated by the dealer as the places of storage of his tobacco, which certificates shall be posted conspicuously within the dealer's registered place of business, and within each designated place of storage.

"(b) Every dealer in leaf tobacco shall make and deliver to the collector of the district a true inventory of the quantity of the different kinds of tobacco held or owned, and where stored by him, on the first day of January of each year, or at the time of commencing and at the time of concluding business, if before or after the first day of January, such inventory to be made under oath and rendered in such form as may be prescribed by the Commissioner.

"Every dealer in leaf tobacco shall render such invoices and keep such records as shall be prescribed by the Commissioner, and shall enter therein, day by day, and upon the same day on which the circumstance, thing or act to be recorded is done or occurs, an accurate account of the number of hogsheads, tierces, cases and bales, and quantity of leaf tobacco contained therein, purchased or received by him, on assignment, consignment, for storage, by transfer or otherwise, and of whom purchased or received, and the number of hogsheads, tierces, cases and bales, and the quantity of leaf tobacco contained therein, sold by him, with the name and residence in each instance of the person to whom sold, and if shipped, to whom shipped, and to what district; such records shall be kept at his place of business at all times and preserved for a period of two years, and the same shall be open at all hours for the inspection of any internal revenue officer or agent.

"Every dealer in leaf tobacco on or before the tenth day of each month, shall furnish to the collector of the district a true and complete report of all purchases, receipts, sales and shipments of leaf tobacco made by him during the month next preceding, which report shall be verified and rendered in such form as the Commissioner, with the approval of the Secretary, shall prescribe.

"(c) Sales or shipments of leaf tobacco by a dealer in leaf tobacco shall be in quantities of not less than a hogshead, tierce, case or bale, except loose leaf tobacco comprising the breaks on warehouse floors, and except to a duly registered manufacturer of cigars for use in his own manufactory, exclusively.

"Dealers in leaf tobacco shall make shipments of leaf tobacco only to other dealers in leaf tobacco, to registered manufacturers of tobacco, snuff, cigars or cigarettes, or for export.

"(d) Upon all leaf tobacco sold, removed or shipped by any dealer in leaf tobacco in violation of the provision of subdivision (c), or in respect to which no report has been made by such dealer in accordance with the provisions of subdivision (b), there shall be levied, assessed, collected and paid a tax equal to the tax then in force upon manufactured tobacco, such tax to be assessed and collected in the same manner as the tax on manufactured tobacco.

"(e) Every dealer in leaf tobacco

"(1) who neglects or refuses to furnish the statement, to give bond, to keep books, to file inventory or to render the invoices, returns or reports required by the Commissioner, or to notify the collector of the district of additions to his places of storage; or,

"(2) who ships or delivers leaf tobacco, except as herein provided; or,

"(3) who fraudulently omits to account for tobacco purchased, received, sold or shipped,

shall be fined not less than one hundred dollars or more than five hundred dollars, or imprisoned not more than one year, or both.

"(f) For the purposes of this section a farmer or grower of tobacco shall not be regarded as a dealer in leaf tobacco in respect to the leaf tobacco produced by him."

C. L. L.

A POOR BUSINESS POLICY

It is poor business policy to advise your customer to load up. In the first place, a man often becomes tired of his best-liked brand when he sees box after box stacked up in his home or office. Secondly, you are cheating yourself out of extra profits when you urge a man to stock up heavily. With all forms of tobacco constantly advancing in prices, the cigar which costs, say, $47.50 today, may be higher next week, or next month. Then why should you forego the extra profit which you might make due to your oversupply?

Most men have no way of caring properly for their smokes. The cigars or cigarettes are sure to deteriorate after a certain time, and instead of blaming himself, the man is bound to lay the fault at your door.—"Moos Trade Tips."

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
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TURKISH CIGARETTES
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Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration (see Note A),	$5.00
Search (see Note B),	1.00
Transfer,	2.00
Duplicate Certificate,	2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

MARSHAL OF FRANCE:—40,834. For all tobacco products. October 26, 1918. The Moehle Litho. Co., Brooklyn, N. Y.

THEY SAVE THE DAY:—40,835. For all tobacco products. October 31, 1918. Wm. Steiner Sons & Co., New York City.

ALLIED IN HONOR:—40,836. For all tobacco products. October 31, 1918. American Havana Tobacco Co., Lakeland, Fla.

GLORIAS SELECTAS:—40,837. For cigars and cigarettes. March 11, 1918. M. L. Sanchez & Co., Tampa, Fla.

Leaf Imports Increase

Washington, D. C.

IMPORTS of leaf tobacco suitable for wrappers during the first eight months of this year show a decided increase over those of the corresponding period of 1917, according to figures just secured from the Department of Commerce, while those of other leaf are more than double, despite the fact that the shipping question, during most of the year, has been very serious.

Imports of leaf suitable for use as wrappers during the eight months ended with August, 1918, amounted to 5,572,556 pounds, valued at $8,255,820, compared with 4,174,236 pounds, worth $5,331,941, durig 1917, and 5,123,111 pounds, with a value of $7,689,079, in 1916. Other leaf imported aggregated 55,009,120 pounds, with a value of $29,814,832, against 27,171,973 pounds, worth $14,491,668, in 1917, and 30,161,711 pounds, valued at $12,456,792, in 1916.

The following table shows in detail the imports of both varieties:

		Pounds	
Wrapper Leaf	*1916*	*1917*	*1918*
Netherlands,	5,031,818	720,338	1,315
Canada,	30,888	44,234	78,412
Cuba,	55,572	78,455	142,418
Dutch East Indies,	.....	3,270,458	5,325,231
Other countries,	4,833	60,751	25,180
Other Leaf			
Greece,	7,646,613	3,423,805	13,222,137
United Kingdom,	107,577	74,513	2,258
Mexico,	2,761,422	45,419	277,756
Cuba,	15,697,688	15,950,977	15,235,439
Dominican Republic,	2,384,076	1,692,249	8,742,064
Other countries,	1,564,335	5,985,010	17,529,536

C. L. L.

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

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FOR SALE—SHORT FILLER SCRAP, made from all Ohio tobacco, price 30 cents. Also have fine lot Dutch tops for sale. Will buy low grades of all kinds. C. C. Ehrhart, Versailles, Ohio. Factory No. 9, Tenth District.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

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The Tobacco World

Established 1881

Volume 38 November 15, 1918 No. 22

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

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VOLUME 38 NO. 23

The TOBACCO WORLD

DECEMBER 1, 1918

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Volume 38

THE TOBACCO WORLD

Number 23

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year | PHILADELPHIA, December 1, 1918 | Foreign $3.50

The 1919 Outlook From The Jobber's Viewpoint

By Harry A. Earnshaw

THERE are few men not familiar with the classical story of the lady dog who ran away from a small country town and went to Chicago. After an absence of several weeks she was again observed slinking about her accustomed haunts. She had a badly chewed ear and her one-time sleek and graceful body bore the marks of having gone through a severe barrage fire. She seemed unusually timid and nervous and at the slightest sound jumped and started down the street like lightning. For several days her friends tried to obtain conversation with her. At last they met her.

"Well, what did you think of Chicago?" they asked.

At first she would not answer, but only hung her head. Being pressed, however, she groaned, and then said, "Oh, Chicago is a terrible place!"

Inquiry being relentlessly urged further, she made this explanation:

"In Chicago, if you stand still they simply raise h—l with you, and if you run, they bite you!"

During the past year or more the jobber has been going through just about this sort of experience. He has been so busy taking punishment or trying to dodge it that the period has been one long nightmare without a harness. In the jobber's bright lexicon of TRUTH there is now no such word as "outlook." His slogan has become "look out!" In these days there are in existence or being organized innumerable committees and commissions for relief. Why not organize a body to investigate and relieve the condition of the jobber?

They made no mistake when they named us "jobbers." Job is the patientest man in the Bible.

Without fear of contradiction I make the statement that since about September or October, 1917, when price advances first began to rear their heads amongst us, the jobbing trade as a whole has suffered a loss on every advance. This has been due to practical conditions of operations in the trade. In theory, the jobber ought to have been able to respond instantly to every advance, and bill out his goods as the manufacturers have done, according to "prices ruling at date of shipment." But the jobber who succeeded in doing this is entitled to the D. S. medal and the Riz la Croix.

In the first place, the manufacturers have taken mighty good care that the jobbers didn't have any stock on hand on which to make a profit by the advances in price. If the jobber did perchance have any goods to speak of, his salesmen and customers managed to pry loose the bulk of them at the old prices. The jobber who resisted the combined efforts of the two factors was indeed a Spartan. There were always retailers' orders hanging fire with the jobber which he had been unable to fill because of lack of goods. The salesman was always absent when his advice of an advance came in. The United States mails invariably became astonishingly slow following a notice of advance in price. Almost any jobber can show you orders which, according to the date the salesman claimed to have taken them, required two or three weeks to travel by mail a distance of from 100 to 300 miles! And of course all such orders were taken at "the old price."

It is intended merely as the expression of my personal opinion, but I do not hesitate to say that the manufacturers have not particularly distinguished themselves for good judgment and far-sightedness in the year just closed. It is conceded they were sailing an uncharted sea, but some of their errors of navigation, I believe, could have been avoided if they had allowed the jobber and the retailer to come up on the bridge with them. In plain English, I think the cigar, tobacco and cigarette manufacturers as a class have shown a lack of candor during the past twelve months. They have displayed indecision. They have been "easy marks" on occasions when they should have been firm, and they have been arbitrary on other occasions when they should have been open-minded and lenient. They have in many respects shown apparent ignorance of human nature and business psychology. Certainly their tendency has been to underrate the intelligence of jobbers, retailers and consumers.

Some cigar factories cut down shipments to practically nothing for thirty or sixty days prior to one recent large advance in price. The trade was told that it was impossible to fill orders because of scarcity of labor and material, but principally on account of the influenza epidemic. There must have been, however, some magic virtue in the air during the night of October 14 which effected influenza cures by the thousand, because the railroads probably never hauled so many cigars as they did for the two or three weeks commencing October 15, when the advanced prices became effective.

Of course, there are usually two sides, and in any event we are only interested in what has happened in so far as it may throw a little light on what we can expect during 1919. It seems to be the opinion of

thinking men at this writing that business conditions are going to depend a good deal upon how wisely and sanely we meet the problems of the reconstruction period. An untimely and ill-considered move by any business institution at this time is a source of danger to the whole commercial body. We are come into a period of great problems, problems fully as difficult, if not more difficult, than those which were brought on when the war began. The probabilities are that we shall come out unharmed, but there are also possibilities of disaster in the present business situation.

Few people get hurt when prices are rising in obedience to the law of supply and demand. It is when prices begin to fall that there is danger of business misfortune and depression.

Whether the cigar and tobacco trade during the next year will enjoy prosperity or suffer adversity will depend entirely upon what happens to business in general. What happens to business in general will depend upon a great many different things, but perhaps principally upon business itself, and the skill or the lack of skill displayed by the Government in dealing with the situation. We've been cooking our meal for over four years. Now the job is to get it out of the pan. If we do it too hastily we're apt to have scrambled eggs instead of fried.

Lower prices must come. But if they come too quickly they will hurt instead of help. Labor is certain to have to accept a readjustment, because capital—by which I don't mean capitalists, but the impersonal money itself—capital must seek now the channels of peace. Capital must have a job or die, just the same as men must have jobs or die. Capital can't get a job in the industries of peace, with the cost of labor as high as it is. But the adjustment must be gradual. Let us hope it will be.

Unfortunately, however, there have already been several disturbing symptoms. A cigarette manufacturer reduced prices on the morning of November 12, the day after the signing of the armistice. His intention undoubtedly was worthy, but the results up to this writing have not been pleasant. Many dealers absolutely stopped buying, not only cigarettes, but everything.

"Wait till next week," they say, "and everything will come down."

A story is being told of a big rug manufacturer who made delivery since the armistice of a big lot of rugs contracted for on the basis of $18.50. He reduced the price to the basis of $12.50. Probably he thought he was doing a good act. Instead, he forced every manufacturer, jobber and retailer in that section in the country to take a loss of $6 on the same character of merchandise to the extent of what goods happened to be on hand.

The newspapers have already told the country about the shutting down of a Government war plant in the East the day after the armistice. The item said that something like 12,000 hands, men and women, earning from $30 to $80 a week, would be thrown out of jobs and be obliged to seek former employments at from $15 to $18 a week.

On the morning of November 12 a man walked into a large clothing store and looked at a suit of clothes. He asked the price. It was $35.

"You're crazy!" he told the clerk. "Don't you know the war's over now? I'll give you $25."

The story, which is a true one, illustrates the condition of mind that already exists on the part of the public. There is a natural instinct to wait for lower prices. Much depends upon the attitude of the Government in this situation. Indeed, a campaign of publicity by the Government would be a very good thing at this time, and the treatment by the Government of those companies and firms which have set aside their own businesses in order to care for war needs should be liberal, indeed, if serious embarrassment is to be avoided.

There is certainly a gloomy side to the prospect, and it is unwise to ignore it. In the cigar and tobacco trade the manufacturers had better go slow. The jobber would prefer to see present prices maintained until he has had the chance to liquidate his stock to a reasonable extent. The retail dealer should be given the same opportunity. It is only fair.

The dealers as a whole are carrying big stocks at the present writing. Buying in anticipation of advances and the war tax has been quite general and heavy. This condition would seem to promise poor business for the manufacturer and jobber during the next few months.

On the other hand, peace brings great possibilities. Our army will be brought home at the rate of 300,000 men a month. Bank clearings—at least in the West and Northwest—are at the highest point in history. The people have money. Everybody has a valiseful of Liberty Bonds and War Stamps. The influenza has reached its climax and apparently is subsiding. People are a little dazed by the joy of knowing the war to be over, but they are gradually waking up and feeling quite happy. Probably Christmas business will be exceptionally good. Many people will remember their soldier boys with gifts from the tobacconist's shop.

Those communities whose prosperity is based on agriculture are pretty certain to have good business not only next year, but for several years to come. Shipbuilding is to go on at least for several years. The automobile business would seem to be in for a long period of unexampled activity.

All of the industries connected with steel are sure to have plenty of business. Government control of railroads will continue for nearly two years. The expenditures that are needed for repairs, improvements and extensions run probably into the billions. There is work enough needed in the way of road-building in America to keep an army of several million men busy for ten years.

All in all, there will probably be as much tobacco used next year as ever before, and probably more. But we've got to keep level heads, play fair with each other and play the game intelligently and cautiously or we may pull down the house over our heads.

A Letter Back Home From "Over There"

THE "....," it might be translated. Strung along the highway bordering the ..... is the little village which, since the war, boasts not even a shoemaker. From the road the houses thickly dot the steep and terraced slope to the foot of the chalky cliffs. Cut in the face of the rock are scores of cave homes, reached by winding or switchback rock and cement stairways. Extending for a kilometer or two, they run from plain to plus-pretentious; flush with the rock or faced with cut stone; electric lights and telephones.

A bit of ledge provides a little *jardin*. An iron gate bears the cast inscription *Les Noisettes*. Why, I could not learn. But the dictionary says it's "nuts." Another's labeled in French, "It satisfies me."

Under the ruined tower and a bit of wall—all that remains of a sixteenth century castle—perched precariously on the very edge of the vertical rock, is my roadside hotel.

At the immediate right, on entering the big gate, is the stone stable. Here a neat little pony has three stalls in which to wander deep in straw, no halter to chafe or rope to bind—equine luxury. A pretty cart is in a corner. A twist of the button gives "Pouple" her reading light—for here are ancient things and modern ways strangely intermingled.

Adjoining is a long rose-and-latticed single-story stone building. Two great chambers make up this—built for mademoiselle, the proprietor's daughter, and her fiance, now a prisoner in Allemagne. An enormous bed of walnut, with a great canopy, occupies the center of one room, temporarily rented to an old French lady and her companion of approximate antiquity.

A row of stunted trees, broken by a leafy arch, extends across the yard. To the right of this interior section is another little building. The bare floor of an anteroom is scrubbed white. A bouquet of pinks and roses is freshened every day. One room to the right, and one to the left. Floors of square stone blocks, scrupulously clean. A rug of matting. A voluptuous bed invites occupancy; canopy protects from imagined draughts; a closet, a chiffonier, and the inevitable washstand.

A turn to the left and a two-story-and-garret stone structure traverses the entire rear of the property. Chambers on the second floor; dining-rooms, cafe and billiard room, and the cuisine on the lower. From the garret one can step into the roadway at the back.

From the cuisine a cave bores back into the rock. The turn of a button uncovers a little bottled army. Each dusky soldier's doubtless filled with delicious and necessarily ancient beverages of the local country, one of the nationally famed wine sections.

An enormous range, a big chopping block, a fireplace large enough for any army cot, the expected stone floor, the shining copper pots and pans carefully wrapped in newspapers hung on the walls, a long bare table, scrubbed half in two. The dogs adopt the fireplace for their home, rudely roused for the broiling of some mutton chops over a fire of grapevine twigs. Two handsome Angora cats walk across the chopping block, reconnoiter the table and over on the back of the range till "mama" shoes them away.

Again, a turn to the left. Hidden in the shrubbery is a coop, peacefully shared by rabbits, pigeons and a few chickens, which enjoy a fattening life prior to appearing eventually on some general's plate—for the fame of the place has quietly gone abroad and it's a seldom day when a red-starred car fails to arrive in the early evening for a bite of food and a sip of nectar. The *cabinets* are not too far away, likewise shielded by the leaves. The rest of this third side of the yard is taken up with a maze of shrubbery camouflaging the tiny tables where dusty wayfarers and Sunday excursionists eat a weekly feast. At more iron tables in the open yard American and French officers chat for an hour before the last car leaves for town—at the early hour of nine, new time.

The car has gone. Under the free skies, tranquil in the gloaming, alone with the family and the permanent guests, we finish our belated meal.

An aperitif with monsieur. A wonderful potage. Hot war bread. Delicious real steak tonight—the second we have had in France—after three meatless days (horsemeat days, one might also add, for *filet cheval* is not considered meat). Next, roast veal nestles under a big mound of fresh country peas. Fragrant *cafe filtre*, a Henry Clay cigar imported from America through the commissary. It is needless to mention the bit of wine—wine that would bring a champagne price in the neighborhood of Times Square—wine that's nectar, *sans headache, sans* intoxication, *sans* expense, for are we not members of the family? What's a bottle more or less out of a couple of hundred thousand that "papa" handles in the course of a year; for monsieur, aside from his little hotel, is a jobber in the product of the grape.

. . . . . .

What more could one ask? Save to be somewhere where there was something really *doing*, something exciting, something to write home about—next to actually being home with our loved ones.

By ten o'clock we part for bed and delicious slumber—"The air a solemn stillness holds"; the world is left "to darkness and to me."

Bon nuit!

When You Can't Use Your Own Name in Business

By Elton J. Buckley

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THERE is a popular idea that every man has a fundamental right to use his own name in his business, and that nothing will be allowed to interfere with that. This is a mistake. Time and time again the courts have peremptorily stopped a man from using his own name in connection with his own business, the reason for such action always being that to let him use his name as he proposed to do, would work an injustice to somebody else. The following letter brings all this up and will enable me to explain it. The subject is of importance to everybody in business, whether manufacturer, wholesaler or retailer:

"Jersey City, N. J.

I hope you will pardon me for trespassing upon your time, but the question is so pressing and important that I feel I should like to have your views. My grandfather made a medicinal preparation—he was a doctor and druggist—which came to have quite a demand, and which came to be called 'Foster's Powders.' He left the business to my father, who continued to sell the preparation under the same name, 'Foster's Powders.' It is an old-fashioned formula, which has never been improved or changed in any way, and which contains, in the light of modern science, several unnecessary ingredients. There is also one ingredient which I claim is harmful.

My own name is Foster, of course, and I have taken a course in chemistry and also in pharmacy. I believe I can improve the formula very decidedly, and proposed to my father that I do so, but he refuses, and I decided to put a powder of my own on the market called the 'Improved Foster Powders.' I had my preparations nearly made when I was served with notice by a lawyer that suit would be started against me if I went ahead. There is no doubt that my powder would be better than the old one, and as my name is Foster, what right has anyone to interfere with me? Please give me your advice, as my future business is at stake.

Yours truly,

R. K. FOSTER."

This is a very good type of the cases in which the courts have uniformly refused to let a man use his own name in business. In many cases the thing is done deliberately, in order to butt into a success and gather a part of somebody else's harvest. A man named Blank will establish a chewing gum, let us say. He advertises it and exploits it, and Blank's chewing gum becomes well known all over the United States. Another man named Blank, who may or may not be in the chewing gum business, says to himself, "Here, I might just as well get some of this good thing that is coming to the name of Blank. I will pack chewing gum, too, and sell it as Blank's chewing gum." Nine times out of ten that is the motive, and the courts recognizing that, have no scruple in striking down the scheme as soon as it appears.

Sometimes the motive is perfectly honest, but the court's action is the same, if the result would be to confuse the public and send to the second man some trade worked up by the first man.

When I refer to cases which refuse a man the right to use his own name in business, I ought to say that the refusal is to allowing him to use his own name *in such a way that the public may confuse it with a similar name which came into the market first.* Of course, he can use it unrestrictedly in other ways.

Here is an extract from a very recent case in which the quarrel was between two men named Case, both of whom wished to make plows, and call them Case plows. One man had been making Case plows for years before the other decided he would do it:

"The legal principles which are controlling here are simply the principles of old-fashioned honesty. One man may not reap where another has sown, nor gather where another has strewn. A man may manufacture and sell unpatented articles, and use his own name in doing so, but if another has previously and rightfully made that name valuable as a trade-mark descriptive of the same kind of goods, he has created a property right therein which may not be appropriated by a subsequent manufacturer, even though he bears the same name, and if necessary to present that result, conditions and limitations upon the use of the name will be enforced by the courts, which will preserve the fruits to the first manufacturer the fruits of his industry and prevent the public from being misled.

"There may be found many cases, which, say in substance, that a man cannot be deprived of the right to use his name in lawful business by reason of the fact that the same name has become a trade name used by another, and this is undoubtedly true, but it does not mean that it may be used at all times or on all surfaces or in all possible ways; in a word, it does not mean that the use may not be subjected to such conditions as are adequate to protect the public against deception and business competitors against unfair competition."

In the plow case the court protected the first maker of Case plows by enjoining the second from making "Case" plows, though of course the second man's right to make plows under some other name was not attacked at all. Thus would the court act in every such case, including, I am clear, the case submitted to me above.

Leading Your Customers Minds

By Frank Farrington

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LEADING your customers' minds through the medium of suggestion and indirect expression of ideas is not difficult if you study into the matter a little. Some salesmen find it very easy to suggest in an effective way the ideas they want customers to adopt. The buyer quite naturally absorbs opinions from the expressions and manners of the salesmen as well as directly from the actual language.

If you expect to develop suggestive salesmanship so it shall act through the indirect form of expression as well as through the direct, you should study well the peculiarities of your customers. You cannot lead the mental processes of a customer unless you have some idea of what kind of mental action is natural with him.

Study human nature in your customers in order that you may understand them better than they understand you. If your customer knows your mind better than you know his, if he is reading your thoughts faster than you read his, then he will get the advantage of you. He will be ahead of you all the while, and he will be too much for you to handle successfully.

If you are going to do the leading, you need to keep the upper hand with the customer. Not that you are going to misuse any power you may possess, but by understanding the customer better than he understands you, you will be able to influence his thought. Develop your self-confidence to this end, but don't allow self-confidence to become over-confidence.

If you hope to have your efforts to lead the customer carry any weight, they must be backed by enthusiasm. The buyer feels in an instant any lack of faith in the goods on the part of the seller. You cannot successfully sham a belief in the line you are trying to sell. Both enthusiasm and apathy are qualities that are seldom successfully imitated.

With all the competition that exists in the cigar selling field, success is not to be attained by any imitation effort. The man behind the counter must show obviously that he has all the faith in them that he claims to have. People do not buy heavily of a line until they become enthusiastic over it themselves. A smoker does not begin to buy a brand of cigars by the box before he knows that he is really sure of their quality. And when did the customer ever become enthusiastic before the salesman did?

An unenthusiastic salesman not only will fail to create enthusiasm on the part of his prospect, but he will quench any enthusiasm that may have sprouted up of itself. His apathy will lead the customer into apathy.

No matter how many superlatives you use in describing the quality of a cigar, and no matter if the cigar is all you claim for it, if you have no enthusiasm in your manner, along with the talk will go a subconscious suggestion that all is not as you claim. Your customer will get the suggestion whether he gets your actual statements or not, and the sale will fall down.

A sale is a mental transaction, not an oral or a financial one. Talk is necessary to effect the sale, and money is necessary to complete it, but the talk, after all, is merely a means of exchanging ideas, and the delivery of the goods and the payment of the money are merely the results of the mental transaction. The ideas themselves exist only in the minds of the buyer and seller. Your mental attitude and the mental attitude of the customer are the two things chiefly to be considered. The transaction is controlled by mental attitudes.

For years we have heard more or less about the psychology of salesmanship. It sounds very scientific, perhaps even complicated. As a matter of fact, however, the psychology of salesmanship is nothing but the mental side of the matter, and that is the important side.

When it comes to suggesting definite ideas to a customer through indirect means, the most favorable conditions are desirable. Adverse influence may go a long way toward offsetting our efforts. In making a clear and accurate record on a phonograph cylinder, it is necessary to eliminate unnecessary sounds and to concentrate the necessary sounds in the receiver. If, then, you are going to get an indirectly expressed idea registered in a customer's mind, you must try to exclude unrelated and distracting influences. You should have the customer's full attention, so that his mind will receive what you offer. The better you can hold the customer's attention while talking with him, the better the results. This means that you need to concentrate your energy and your faculty and, as far as possible, withdraw from outside sounds. There should be on the part of every clerk in the store a thoughtfulness of the importance of not allowing his conversation with his customer to interfere with another's conversation with another customer.

Too much detail in the form of statement to the customer confuses him. Too many items about the goods, even though all may be facts, will fail to leave a concrete impression. Choose the facts of greatest importance. Get them impressed upon the buyer's mind and leave some of the relatively unimportant matters in the background. A confusion of ideas in your own mind will suggest and develop confusion on the customer's part.

It is important that you learn to see your proposition from the customer's point of view. If you can put yourself in his place and consider the purchase as he considers it, you should know pretty well how to get him into a favorable mental attitude. In order to lead a man, you must know where your starting point is in order to know what to do.

It is rarely difficult to discover whether a buyer is considering chiefly the expense, the cost of the cigars, or the quality. It is not a good plan to concede to cost the most important place, even if the buyer places it first. Interject into the consideration as many favor-

able elements as can be used, and when price is placed paramount by the buyer, you will be able to crowd it at least part way into the background in his mind.

The valuable idea you get into the customer's mind by indirect means will have a higher value, and will do more in leading that customer than half a dozen ideas offered openly. The indirectly suggested idea becomes one that the customer thinks he has himself evolved, and he will value it accordingly. The use of the indirect or suggestive method of leading the customer will be successful, if you know how to handle it, when the rope and halter method will not work at all, and could only result in an illustration of the old proverb to the effect that you can lead a horse to water but you can't make him drink.

Exports Prove Popularity of American Cigarette

Washington, D. C.

IT is safe to say the end of the war finds no industry in better position, as regards its foreign trade, than the cigarette industry. Since 1904, two new markets, France and the United Kingdom, have been developed into big consumers of American cigarettes (this being done, indeed, within the past year), while two other new markets, Straits Settlements and Siam, have achieved a prominent place in our export calendar. In fact, our exports of cigarettes this year are running over 100 per cent. greater than those of 1917 and 400 per cent. more than those of 1916.

Statistics covering the export of cigarettes during the first nine months of each of the years 1916, 1917 and 1918, have been secured by the Washington Bureau of THE TOBACCO WORLD from the Department of Commerce. They show this year's shipments to have aggregated 9,751,122,000, valued at $18,920,592, as compared with 4,681,011,000 worth $9,031,065, last year, and 2,691,879,000 with a value of $4,596,766, in 1916.

The new markets of the United Kingdom and France stand, respectively, second and third in the quantity of cigarettes consumed, being exceeded only by China, which now imports about twelve cigarettes a year for each of its five hundred million inhabitants, and is increasing its consumption at the rate of something in the neighborhood of two and one-half billion cigarettes a year.

The only country to show a decreased consumption of American cigarettes is Panama, whose imports appear to be falling steadily. Prior to 1916, this market was a very good one, its imports for that year running in the neighborhood of 50,000,000.

The following table shows in detail the exports of cigarettes to the different countries for the nine-month periods of 1916, 1917 and 1918:

1916.	Quantity.	Value.
France,	.....	.....
United Kingdom,	.....	.....
Panama,	42,216,000	96,219
China,	1,360,338,000	2,542,414
Straits Settlements,	799,766,000	1,085,300
Siam,	192,410,000	362,422
Other Countries,	297,149,000	510,411
1917.		
France,	.....	.....
United Kingdom,	.....	.....
Panama,	52,375,000	121,928
China,	3,493,831,000	6,964,304
Straits Settlements,	775,958,000	1,155,493
Siam,	113,110,000	229,528
Other Countries,	245,737,000	559,812
1918.		
France,	1,015,201,000	3,165,736
United Kingdom,	1,295,594,000	3,434,323
Panama,	39,452,000	118,135
China,	5,257,603,000	8,796,331
Straits Settlements,	973,258,000	1,233,421
Siam,	179,450,000	260,768
Other Countries,	990,564,000	1,911,878

C. L. L.

Standard Hogsheads For Tobacco Shipments

Washington, D. C.

The Director General of Railroads, in conjunction with the War Industries Board, is working out a plan for the adoption of a standard hogshead which will permit the full utilization of equipment in the shipment of tobacco by allowing double tiering in freight cars used for this purpose.

At the present time, hogsheads of three sizes are used for the movement of tobacco, 48 by 52, 48 by 56, and 48 by 60 inches. This, it is pointed out, does not permit of the full utilization of equipment, and it is desired to have a hogshead 46 by 48 inches adopted, and made standard.

Under this arrangement, instead of requiring 50,000 cars to move 1,000,000 pounds of tobacco, the same amount could probably be transported in 32,000 cars using the standard containers.

C. L. L.

Mechanical Equipment Necessary To Industry

COMMENTING editorially upon the change of peacetime factories to wartime industries, the New York "Tribune" pointed out recently that in the case of the Government waste and expense could be afforded, because the object was *production,* but that in the change back to peacetime industries the work is done more slowly and more carefully because the object now is *profit.*

Cigar manufacturers have doubtless sacrificed many of their accounts in order to meet the demands of the Government, but so far as is known no cigar brand has been entirely eliminated because of Government needs.

Production has always been essential with large manufacturers, but higher wages and patriotic impulses took many female workers from cigar factories, while the drafts, shipbuilding and munition factories made heavy inroads on the executive, selling and manufacturing end of the cigar business where male help was used.

With the shortage of labor the cigar industry rapidly turned to facilitating devices for the production of their cigars. Stripping machines, suction tables, bunch tables, banding machines and, in fact, any kind of mechanical equipment that saved labor or aided production has been in demand. Machines are now in operation that produce a complete cigar from the bunch to the finished product.

But with this demand for machinery there immediately arose the difficulty of getting it. Cigar manufacturing was not held to be absolutely essential, and the iron and steel, and the skilled workmen so essential to produce and assemble machinery were much more necessary in some work contributing directly to the winning of the war.

The shortage of labor compelled manufacturers to turn to mechanical means of making up for the loss in human labor. We believe that many skeptics have been convinced that after all the cigars produced with the aid of machinery, smoke and sell as well as those made entirely by hand.

We are entering a new era. There is every reason to believe that with conditions finally adjusted the cigar industry will attain a production far exceeding any figures heretofore reached. But we do not believe that any manufacturer who has used mechanical devices will turn back to old methods. We feel sure that he will increase his machinery equipment, and keep on along the new lines of greater production with lower expenses.

Cigarmakers who have needed and received higher wages from time to time will have observed that it has been absolutely necessary for the cigar manufacturer to pass this increase along with the cost of his cigars. While all mechanical equipment is doubtless much higher than ever before, at the same time once in operation it is no source of danger to the payroll. Mechanical equipment is an investment. It saves labor and material, is not subject to the "flu" and is not liable to strike for higher wages.

For more than a year THE TOBACCO WORLD has argued for the use of mechanical devices to save expense and labor. We believe that with the cheaper cigar manufacturers they cannot stand any further increases in the retail price of their goods. Those who have not seriously considered the use of machinery should take steps at once to investigate its economies.

The cost of this war is yet to be paid. Recent figures indicate that in order to pay the *interest* on their debts, the nations involved in the war will be compelled to tax their peoples twice to three times as much as ever before. Sensible economy is therefore a desirable practice for the present.

While the failures in the cigar manufacturing industry during the past five years have been few, in almost every case where a failure did occur the executives have been blamed for continuing old fashioned methods of selling and production to meet modern conditions. There is a lot of young blood in the cigar industry today, and those who have made good have accomplished this end by the employment of the most modern methods, from the handling of the raw material to the selling of the finished product.

And the cigar manufacturer, while looking to the future, may dwell for a long time on the possibilities as regards labor. It is fairly certain that labor is going to stay high for some time. In fact, Mr. Gompers has said that labor will not countenance any radical changes, including the eight-hour day.

In the case of a stripping machine, which does the work of two or three hand-strippers, the manufacturers who have need for six or eight more hand-strippers will certainly instal two machines, which will represent an investment, rather than add six or eight more names to the payroll.

One more point that should have the serious attention of the cigar manufacturer is the continual waste of time and material due to the imperfections of human beings. This waste is admittedly unavoidable. It should, of course, be reduced to a minimum, but there will always remain that minimum to be charged against overhead or production.

Mechanical operations are always less wasteful. And when we observe that this war has been won only by the methods of mechanical production in every line of necessary work, from textiles to munitions, and shoes to guns, we may well wonder how much longer cigar manufacturers will continue to advertise "strictly handmade," a notification to the public that the most expensive and wasteful methods of production are still being used.

Downward Revision of Cigar and Tobacco Taxes

Washington, D. C.

THE new taxes on tobacco will be by no means as severe as expected and as estimated by the bill recently passed by the House of Representatives. The end of the war, with a consequent lowering of expenditures by the Government, has made it necessary to raise only six billion dollars by taxation, instead of eight billions, as first decided upon and, in compliance with the recent suggestion of the Secretary of the Treasury, the Senate Finance Committee is now engaged in reframing the measure so as to cut off two billions.

As a result of action recently taken on the tobacco section, the measure to be submitted to the Senate by the committee will provide taxes only about forty per cent. greater than those now in force, instead of from fifty to seventy-five per cent., as provided by the House bill. This will reduce by several million dollars the revenue which will be derived from the tobacco industry.

The new rates on cigarettes will be forty per cent. over those prevailing at present, the figure having been fixed at $1.90 per thousand on cigarettes weighing less than three pounds. On cigarettes weighing more than three pounds per thousand, the rate was made $7.20. This is a fifty per cent. increase over the present rate but, at the same time, is a cut of fifty per cent. in the figure provided by the House. Taxes on tobacco and snuff range from thirteen to eighteen cents, instead of twenty-six cents, as provided in the House bill.

The cigar rates adopted by the committee are as follows: weighing less than three pounds per thousand, $1.50; retailing for five cents, $4 per thousand; from five to eight cents, $5.40 per thousand; eight to fifteen cents, $9 per thousand; fifteen to twenty cents, $12 per thousand, and on cigars selling for more than twenty cents, $15 per thousand.

In the downward revision of the Revenue Bill, the Senate Committee on Finance has cut down the proposed Tax Rates on Tobacco Products as indicated in the following schedule:

CIGARS

Class		Present Rate Per M.	Rate Fixed in House Bill Per M.	Revised Rates of Senate Committee Per M.
(1)	A,	$ 3.00	$ 5.00	$ 4.00
(2)	B,	4.00	8.00	5.40
	C,	6.00	12.00	9.00
	D,	8.00	16.00	12.00
	E,	10.00	20.00	15.00
LITTLE CIGARS				
Weighing not more than 3 lbs. per M.,		$1.00	$2.00	$1.50
CIGARETTES				
Weighing not more than 3 lbs. per M.,		$2.05	*$4.10	$2.90
Weighing more than 3 lbs. per M.,		4.80	9.60	7.20

TOBACCO AND SNUFF

Per lb.	Per lb.	Per lb.
13c.	26c.	18c.

CIGARETTE PAPER

Packages, books, or sets containing more than 25 papers, but not more than 50 papers,	1c.	1/2c.
Packages, books, or sets containing more than 50 papers, but not more than 100,	2c.	1c.
Packages, books, or sets containing more than 100 papers, for each 50 or fractional part thereof,	1c.	1/2c.

CIGARETTE TUBES

For each 50 tubes or fractional part thereof,	2c.	1c.

NOTE 1. Class A under the existing law includes cigars retailing at not over four cents each. Under the new law, Class A will include cigars retailing at not over five cents each.

NOTE 2. Class B under existing law embraces cigars retailing at over four cents and not over seven cents. Under the proposed law Class B will include all cigars retailing at over five cents and not over eight cents each.

*$4.10 per thousand for cigarettes retailing at less than two cents each.

*$5.10 per thousand for cigarettes retailing at two cents or over.

This differential, as you will note, has been eliminated.

OH YOU KITTY!

One of the officers on the United States steamer "Leviathan" had a pet cat. Recently it selected one of the "thousand-dollar" staterooms to give birth to kittens. This stateroom had been reserved for an army colonel, but he cheerfully gave it up when he learned the circumstances, everybody regarding the incident as a favorable omen.

Later a sailor was heard talking to the mother.

"You're a fine kitty, ain't you?" he said reproachfully. "You'd ought to be ashamed of yourself—we give you shore leave and look what happens!"—*Saturday Evening Post.*

BAD GUESS

"William the Conqueror," read the small boy from his history, "landed in England in 1066 A. D."

"What does A. D. stand for," inquired the teacher.

The small boy pondered. "I don't exactly know," he said. "Maybe it's after dark."—"New York Times."

At the close of a stirring sermon the Evangelist said: "My boys, in Hell there are nothing but chorus girls and whiskey," and a voice from the rear was heard to murmur: "Oh, death, where is thy sting!"—Exchange.

About

Business After the War Lord Northcliffe Said:

"Some British manufacturers are protecting themselves in regard to the after-the-war market by continuous advertising, even though they have no goods to sell. This is certainly a sound business policy."

—Cleveland News, Dec. 28, 1917

IF CONTINUOUS advertising is a sound business policy in England, *surely* it is even better here at home, where *intensive advertising* methods have come *nearer* to perfection than in *any other* country.

This is *not* a time to curtail or discontinue advertising, but rather a time to give more real *intensive thought* to both the message and the messenger; to make it most *resultful* in building good-will and bigger profits.

Your plant is probably geared up to a standard of *24 hours per day* operation instead of 8 or 10 as formerly. By investing wisely in Business Paper Advertising now, while your business is *exceptionally* good, you will be able to *maintain* this *24-hour-per-day speed* after the present abnormal conditions are over, thereby eliminating the necessity for "junking" *two-thirds* of your equipment and greatly *increasing* your overhead cost.

It *pays* to get set, aim and fire your advertising shots, of the 42-centimeter kind, to the buyers who are *vitally interested* in *your* proposition—the readers of

Choose to Use

The Tobacco World
236 Chestnut Street
Philadelphia

Copyright 1918

TRADE NOTES AND NOTICES

Lithographers will be interested in an announcement by Baer Bros., manufacturers of bronze products and inks, 438 West Thirty-seventh Street, New York City, that due to their new process of manufacture, they are turning out Gold Bronze, which will have a covering capacity of approximately one-third more than most other bronzes manufactured. A pound of their bronze fills their pound can to the brim, while other bronzes fill it only two-thirds. Lithographers and users of bronze who desire to test these statements will be furnished with a pound can gratis by the manufacturers.

The Federal Bureau of Crop Estimates, in its report to November 1, estimated the Virginia tobacco crop at 770 pounds per acre, 70 pounds in excess of last year and 38 above the average. The crop amounts to 150 million pounds against 129 million in 1917.

The "Boston Traveler" says that a plan for a stock dividend on United Cigar Stores has been under consideration for some time. Important interests within the company have been in favor of a capitalization equal to the company's gross business. The company's sales are now running at the rate of nearly $60,000,000 a year, compared with $43,000,000 in 1917. The outstanding common share capital is $27,162,000 and the preferred $4,527,000.

It is the policy of William Demuth & Company, 230 Fifth Avenue, New York, to replace without question or explanation, any pipe that may crack or burn through. The following letter shows a high appreciation of the fact:

"140 Elm Street, Oberlin, O.
November 8, 1918.

Wm. Demuth & Company.
Dear Sirs:

I take pleasure in acknowledging the receipt, yesterday, of the restored (or, rather, the seemingly entirely new) pipe which replaces my former cracked one, in accordance with your guarantee.

It is in every respect satisfactory, and I wish to express my obligation to you for your courtesy, and for the manner in which the work has been done. I shall not fail to preach (as I have done for a good many years) the merits of the "Wellington Pipe"—particularly after this experience of your business methods. I have had in my time many pipes of many makes, but I am free to say that for a dry, cool smoke, combined with the quality of always being in order and requiring the smallest amount of attention for keeping in condition, the "Wellington Pipe" has no superior, and few, if any, equals.

Very truly yours,
(Signed) SIDNEY DICKINSON."

Thomas J. Maloney, president of P. Lorillard & Company, says that the company will be delighted to give back positions to all of its employees who entered the service. There were about 600 of them, and the company wants them back as soon as possible.

The issue of $20,000,000 three-year, six per cent. gold notes of Liggett & Myers Tobacco Company offered in New York was more than five times oversubscribed within a half hour after the books were opened on November 18.

On November 21, the Tobacco Products Corporation declared a ten per cent. stock dividend, payable in common shares of the company January 15, to stock of record January 2. A special meeting of stockholders will be held on December 10, to authorize an increase in the common stock, from $16,000,000 to $20,000,000.

It is reported that American tobacco interests are preparing to establish large plants in England for manufacturing cigarettes. American standard brands have made a hit in England and on the Continent.

Since 1914, the match industry in Japan has shown largely increased activity. The yearly average output of matches during the six years 1907 to 1912 amounted to 48,872,000 gross; in 1916 the figure increased to 50,612,996 gross. Exact figures for 1917 are not available, but it is believed the output was about 53,000,000 gross, or an increase of 4,000,000 or 5,000,000 gross over the prewar output

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A miniature cigar every three seconds is the capacity of a machine that makes them in a New York plant.

The scarcity of tobacco in Germany has affected the vineyards, as there is no more nicotine extract with which to spray the vines to kill vermin, and a substitute has not yet made its appearance.

Practically no tobacco was planted this year in Texas for commercial purposes, largely on account of the drouth. Some plantings were made for home use and experimental purposes, but yield and quality were both low.

Advices from Dayton, Ohio, state that from a series of plant-breeding tests with tobacco varieties started by the Ohio Experiment Station in 1903, a hybrid known as Montgomery Seedleaf has proven to be superior to common strains. The intercross has been developed so as to increase the size and number of leaves without bringing in serious drawbacks such as weakness of stalk and susceptibility to drouth. The yields of the new hybrid are superior to the common strains of tobacco, one instance being recorded of more than 2000 pounds to the acre.

How Are Your Card Sales Going?

Take a look at your stock and make sure that it is complete. It may have been depleted during the last few days, for cards are moving faster this winter than we have ever known them to.

BICYCLE PLAYING CARDS
AND
CONGRESS PLAYING CARDS

are selling exceptionally well. They offer an out-of-the-ordinary merchandising opportunity to the dealer who wishes to drive his business energetically. With living costs so high, and so many demands being made on every pocketbook—inexpensive amusement is wanted everywhere. Advertise cards — not merely as cards, but as a fascinating amusement, 300 different games for the price of a single deck.

It pays especially to devote your windows, counters and newspaper space to Bicycle and Congress playing cards. They already have wide prestige. Most players ask for them. All accept them. When you call attention to the fact that you handle them, you direct immediately to your store everyone who has been interested by a very extensive advertising campaign in the national magazines.

Here are two advertisements very much reduced from the original size which are appearing in the greatest of the national magazines. They will reach 30,000,000 people. At least one-third the population of your town will see them.

Send your order now for window and counter displays. They're free.

The U. S. Playing Card Co.
Department 6
Cincinnati, U. S. A. Windsor, Canada

What The Floor Tax Means To Retailers

INQUIRY among a large number of retail dealers in New York shows that there is widespread ignorance of the requirements of the new revenue bill shortly to be passed by Congress, especially in regard to what the law will require them to do, so that in paying the increased taxes they will protect themselves from loss of profits.

Great numbers of these dealers have taken no pains to learn what the new taxes will be, or how they will affect their business. The full tax to be levied on all stock on hand when the law goes into effect is called a "floor tax," but this does not seem to be understood. That every dealer in the United States will have to inventory his stock on hand the day after the bill passes Congress, and will have to account for every dollar's worth of it to the Government, and pay taxes for it, is an important matter regarding which there is strangely enough general ignorance.

These dealers do not know that after paying this "floor tax" all stock on hand will have cost them so much more, and that it must be sold at higher prices if profits will be preserved.

Even so simple a matter as that each ten-cent package of cigarettes will be taxed about two cents (two dollars and five cents per thousand) is escaping the attention of such dealers. The new tax of twenty-four cents a pound on tobacco, and how it relates to the price of small packages of tobacco, is being overlooked.

As to cigars, now classified according to selling prices and taxes on that basis, there is even greater unfamiliarity with the new tax scheduled. Yet payment of these taxes will make cigars cost the dealer a good deal more from the day the bill becomes a law.

It is really very surprising that so many dealers are not informing themselves as to the law, so that their profits will not be lessened. The dealer who fails to do so will find himself selling his goods at a loss unless he is ready to advance prices when the new tax comes along.

Two Decisions Against Cut-Prices

TWO recent judicial decisions will go far toward the settlement of the long vexed and vexatious questions, as to whether a manufacturer has the right to refuse to sell his goods to a cut-rater and also whether a cut-rater may sell an article, the price of which has been standardized by the maker, below the regular price.

One decision was made by Judge Waddell, of the United States District Court for the Eastern District of Virginia, quashing the indictment in the suit of the Government against Colgate & Company, and upholding their right of refusal to sell. In part Judge Waddell declared that "It cannot be said that the defendant has no interest in the prices at which its goods shall be sold. On the contrary it had a vital interest, in so far as cutting the same would tend to demoralize the trade, and might have been more injuriously affected by the result of this disorganization, than the public would be benefited by a temporary reduction in the prices of its products."

The other decision was by Vice Chancellor Lane, in the New Jersey Court of Chancery, enjoining a Newark department store from using Ingersoll trade-marked watches in cut-price advertising, holding that such practices are a fraud upon the public by creating a false impression of the value of other merchandise. In his opinion Chancellor Lane said:

"It by no means follows that, in the end, the public would be benefited, as the price-cutter could easily raise prices after the demoralization caused by his conduct had been brought about, and profit individually by so doing. What the public is interested in is that only reasonable and fair prices shall be charged for what it buys."

It seems to the editorial reviewer that these decisions are eminently just; resting as they do on the broad ground, that actions which in general are not subject to the interference of the law, become so when they inflict injury on others.

The economic value of the standardization of identified merchandise, is a subject of discussion, but there seems small doubt that further legislation will define the limitations of price-fixing and price-cutting, in the interest of fairness to the trade and the public.

The Department of Commerce says that Holland is apparently approaching the end of her era of commercial prosperity, due to the war. The principal causes have been lack of shipping and export prohibition. Tobacco has entirely disappeared from this year's exports. The figures for the previous three years were: 1915, $3,446,636; 1916, $6,991,627; 1917, $334,438.

Mr. George E. Wilkes, department manager of the Liggett & Myers Tobacco Company, died in Dallas, Texas, on November 20. Mr. Wilkes had long been identified with the tobacco business, was formerly connected with Paterson's in Richmond. In recent years his home and business headquarters were in Washington, D. C. He was highly esteemed by a large circle of friends and associates.

Start Saving Freight Today

Jobbers who pay the freight should ask their manufacturers who pack in 1/40ths to test the DAMPTITE package. It weighs at least 35% less than the all tin can. In the course of a year, car-load shippers will save enough on freight alone on DAMPTITE Packages to purchase a good delivery truck.

CONSTRUCTION

DAMPTITE Containers are built of four layers of fiber with DAMPTITE Composition fused between layers, a tin top and bottom and tin rim about the top to reinforce this composition. The interior is lined with a feature moisture-proof parchment which together with the construction gives it Humidor Qualities that *do not exist in tin cans.*

QUALITIES

DAMPTITE Containers preserve the *Freshness* and *Natural Aroma* of cigars as they leave the bench until they reach the consumer.

SIZES

We are equipped to make immediate delivery of Square DAMPTITE Containers in 3" and 3 1/4" sizes; Round DAMPTITE Containers 3 11/16" and 4 3/16". Same can be furnished for any cigar lengths required.

Send us a sample order at once and be convinced of the superior merits of this package

WIEDMANN-ST. LOUIS CIGAR BOX CO.
1117-23 NORTH BROADWAY ∴ ∴ ∴ ST. LOUIS, MO.

GARRETT H. SMITH, Inc.
106 E. 19th Street
NEW YORK CITY
Agent for the States of New York, New Jersey, Pennsylvania, Delaware, Maryland and Florida

AMERICAN BOX SUPPLY CO.
383 Monroe Street
DETROIT, MICH.
Agents for the States of Michigan, Indiana and Ohio

44

LIPSCHUTZ'S 44 CIGAR

ADLON 10c CIGAR

The achievement of the Lipschutz Standard in cigars represents twenty-five years of close co-operation with the *trade* and the *consumer;* it is the result of an ideal that cannot be satisfied with anything short of perfection, and the result is a nation-wide prestige.

Through the growth of public approval the consumption of cigars made by the Lipschutz Standard is increasing every year.

The "44" oval products are marketed under a name that carries with it a responsibility for quality.

"44" Cigar Co., Philadelphia

KELLY'S BOUQUET

Key West Cigars

DISTINCTIVE AND MILD

Manufactured by Cuban experts on the Island of Key West (just 89 miles from Havana)

Selected Havana Filler with Genuine Shadegrown Wrappers combine to make a cigar of

EXCEPTIONAL CHARACTER AND MILDNESS

Attractive Line of Shapes at 10c—2 for 25c—15c and 20c

HAVANA-AMERICAN CO.

(Branch American Cigar Co.)

111 Fifth Avenue - - New York City

Notes and Comment

The "Journal of Commerce" says that "Oleo" shows no signs of weakness in Pennsylvania. The J. of C. is right. At our boarding house it walks in and climbs on the table.

While various restrictions will probably be modified in the immediate future, it is interesting to note that a tobacco rationing card system was instituted in Sweden on the 1st of October, allowing each smoker two cigars, or from three to five cigarettes a day.

A dispatch from Rocky Mount, N. C., dated November 16, recorded a sale of 68,000 pounds of tobacco at an average of $49.06 per hundred pounds. This is regarded as a record high price average for one day's sales.

American cigarettes and smoking tobacco have received an incalculable amount of advertising in Europe by the sharing of their rations and purchases with their allied comrades. The American goods are far and away superior.

At Winston-Salem, N. C., during the week of November 11-16, 3,501,502 pounds of tobacco were sold at an average price per hundred pounds, of $33.15. So far sixteen million pounds have been sold, estimated at about one-half of the crop of the section.

During the fiscal year June, 1917 to 1918, thirty-seven billion cigarettes were made in the United States, an increase of six billion over the preceding year. The estimate for the present year is fifty billions.

Mid-November Richmond, Va., markets recorded as high as $40 to $42.50 per hundred. The general average was about $23 a hundred, including primings and wet leaf.

DON'T FAIL

By Dorothy Gamber, in "Advertising and Selling.'

There was a man in our town,
Who thought that he was wise,
And just as soon as war broke out,
He ceased to advertise.

There was another man in town,
Who hadn't much to say,
But 'stead of cutting out his ads,
He ran them every day.

Now Number One and Number Two,
Big businesses had they;
But while the latter flourished well,
The former ceased to pay.

The moral you can plainly see.
You know what we advise.
If you would prosper day to day,
Don't fail to advertise.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

142 Water St., New York City

THE TOPIC
10c CIGAR
IS THE TOPIC OF THE DAY

While this high class cigar has only been on the market a short time the demand is forcing the manufacturers to put forth every effort to supply the trade. It is the *topic of the day* among all high class smokers.

Bobrow Brothers

Manufacturers

Philadelphia, Penna.

FACTORY BRANDS:

BOUQUET DE PARIS — LONDON JOCKEY CLUB
FAVORITA ESPANOLA — EL MARVELO
JUANA DIAZ

Neudorf's

BOUQUET DE PARIS

"The Havana Cigar of Exclusive Mildness"

The cigar that is PREFERRED by United States Senators, Eminent Bankers, and other professional men who are exceptionally discriminating. This proves the unusual merit of Neudorf's *Bouquet de Paris* Cigars.

Write at once for prices and territory

MINDEN & DAVIS

MANUFACTURERS

1809-1811 First Ave. - New York City

Tobacco Revenue Increases

AN increase of $53,611,661.76 in taxes collected on tobacco and its products as a result of the war revenue law, is shown by the Commissioner of Internal Revenue in his report for the fiscal year ended June 30. The total taxes collected on tobacco during the year amounted to $156,188,659.90, against $102,576,998.14 for the preceding fiscal year.

With the exception of incomes and excess profits and spirits, no other source provides as much revenue for the Government as tobacco, which during the month of June, alone, paid in $14,335,446.76, an increase of $4,855,753,75 over the $9,479,693.01 reported as collected in June, 1917.

The largest tax collected during the year was from small cigarettes, which paid $66,370,961.45, as compared with $38,127,168.93 last year, an increase of $28,243,792.52. The next largest collection was from chewing and smoking tobacco, which paid $47,485,437.44, an increase of $11,824,380.95 over the amount paid during the fiscal year 1917, which was $35,661,056.49. Large cigars came third, with tax collections of $30,034,476.95, against $24,800,311.78 in 1917, an increase of $5,234,165.17.

Small cigars paid $875,727.20, against $712,597.89 in 1917, an increase of $163,129.31. Collections from large cigarettes increased $22,455.90, from $98,850.22 in 1917 to $121,306.12 last year. Snuff paid $4,049,402.14, an increase of $1,219,182.09 over the 1917 total of $2,830,220.05. The special manufacturers' taxes brought in $538,486.76, an increase of $191,693.98 over the $346,792.78 collected in 1917.

The tax on cigarette papers and tubes, new with the revenue law, brought in a total of $431,382.24 during that period of the year in which it was operative, while the floor taxes, also new, brought in $6,281,479.60.

The total collections during the year from all sources amounted to $3,694,703,334.05, very close to the $4,000,000,000 estimated by the Treasury Department.

"Will you kindly place this cigar in my mouth and light it for me?"

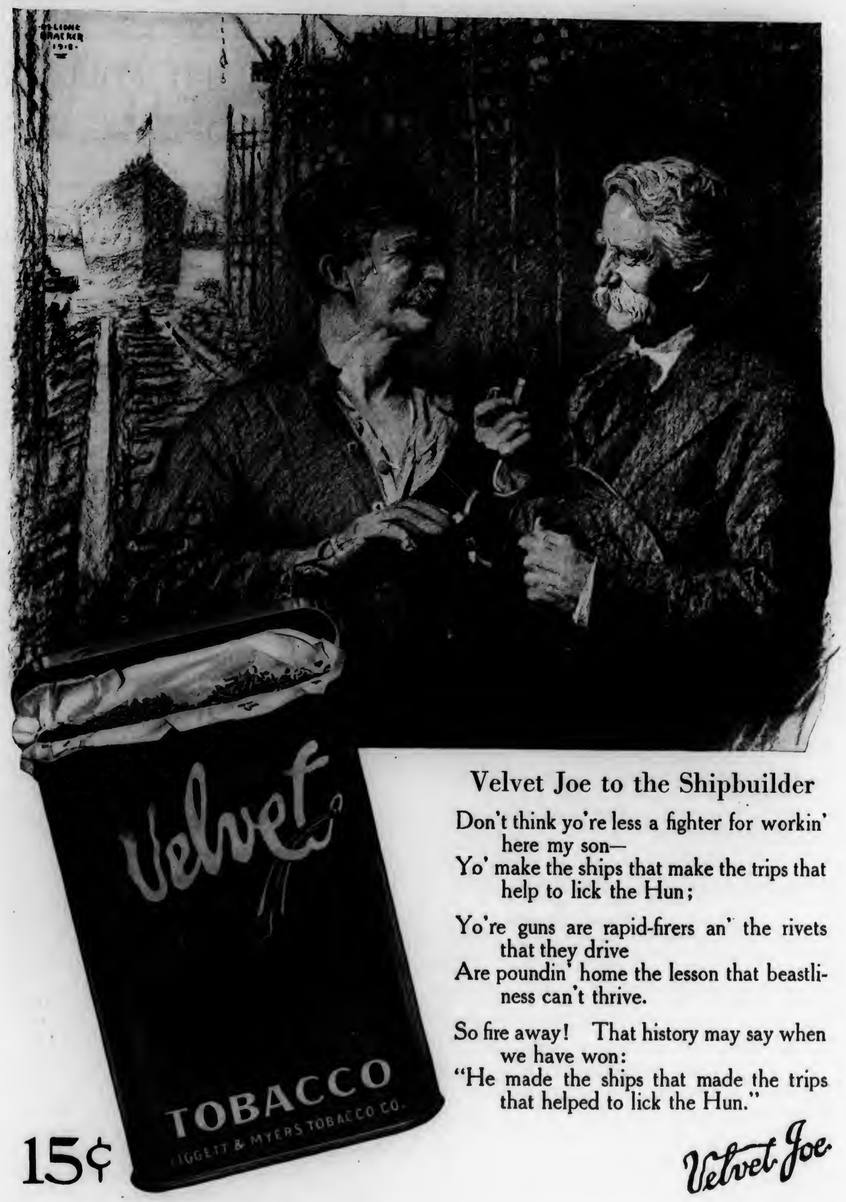
"Good heavens, man! Are you too lazy to lift your arm?"

"No. I promised my wife I wouldn't put another cigar in my mouth for six months."—"Birmingham Age-Herald."

"You never give me any little presents now, as you used to before we were married," she remarked plaintively.

"No," answered the brute, "but did you ever hear of an angler giving bait to a fish he had caught?"

Why some stores are so very attractive and others decidedly the reverse; the window displays in one being new and effective, and in another, lack of attention the only noticeable feature? If it pays one, why not the other?



15¢

Velvet Joe to the Shipbuilder

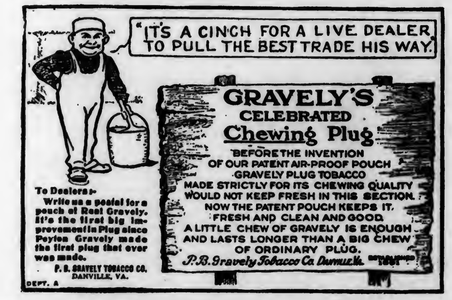
Don't think yo're less a fighter for workin' here my son—
Yo' make the ships that make the trips that help to lick the Hun;

Yo're guns are rapid-firers an' the rivets that they drive
Are poundin' home the lesson that beastliness can't thrive.

So fire away! That history may say when we have won:
"He made the ships that made the trips that helped to lick the Hun."

Velvet Joe

MAPACUBA
CIGARS
A Sure Fire Hit
It will pay you to push this superfine, strongly advertised 10 cent Cigar. It's a cash-getter of the first water. Stock up!
Manufactured by
BAYUK BROS. CO.,
Philadelphia, Pa.
THE ALL-DAY, EVERY-DAY SMOKE


"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P.B. Gravely Tobacco Co. Danville, Va.
To Dealers—
Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.
P. B. GRAVELY TOBACCO CO.
DANVILLE, VA.
DEPT. 6

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Meeting 4th Tuesday of each month at Hotel McAlpin

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

REGISTERED LABELS and bands, also molds at low prices; at 240 North Fourth Street, Philadelphia, Pa.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

WANTED

MOLDS WANTED—Londres shape. Address S. Monday & Sons, 34 South First Street, Brooklyn, N. Y.

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made.
J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

HEAD SALESMAN WANTED

TRAVELING SALESMAN WANTED—A well-known Briar Pipe Manufacturer requires the services of an experienced Traveling Salesman. Only men of the highest type will be considered. Remuneration sufficient to interest a big man. In your reply state age, experience, territory covered, and any other details that will aid us in favorably considering your application. All communications treated in strict confidence. Address your reply to Manufacturer, Box 240, "Tobacco World," Philadelphia.

TOBACCO MANUFACTURING IN IRELAND

Consular reports from Belfast, Ireland, state that during 1917 the tobacco manufacturing industry was carried on under difficult conditions, among which may be mentioned two advances in duty in two months. With a view perhaps to reducing the consumption of tobacco, and at the same time keeping up, if not increasing, the revenue from it, the duty was advanced in May to the unprecedented figure of $1.78 per pound. This necessarily resulted in proportionately higher prices for all sorts of manufactured tobacco and cigarettes. The Government restriction of the import of raw leaf to about one-third of a normal year's supply during 1916 led to further anxiety regarding stock.

In May, in order to control the stocks of raw leaf tobacco, as well as the retail prices, the tobacco-manufacturing industry was placed under a board of control, assisted by an advisory committee composed of representatives of the manufacturers and wholesale and retail branches of the industry. About the middle of June the Board of Trade informed the manufacturers that from July 1 they would be permitted to clear from bond each month only one-twelfth of the amount of raw leaf on which they had paid duty during the year 1916. Despite the restriction on sales, stocks of raw leaf in this country have been seriously depleted.

The Tobacco Control Board also maintains supervision over the match-manufacturing industry, with a view to controlling and securing economy in the distribution and consumption of this article.

LUCKY STRIKE
"IT'S TOASTED"
15c
YOU pay fifteen cents for twenty Lucky Strikes. You get the real Burley cigarette for the lowest possible price, because of the enormous business done in Lucky Strike Cigarettes.
The growth in demand for Lucky Strike Cigarettes has never been equalled by any other brand in the history of cigarette making.
25,000,000 a day and growing!
20 for 15c
© Guaranteed by
The American Tobacco Co.
INCORPORATED
LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

JOSE F. ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 18 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

Advertise Your Brands
in
The Tobacco World

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306NO. THIRD STREET, PHILADELPHIA

Tobacco Values Increase

WHILE the end of the war finds most industries in a serious situation as regards their foreign trade, tobacco exporters are in an exceptionally favorable position, since shipments of tobacco have increased steadily in value, despite the many handicaps which have surrounded export trade in general.

Statistics now being compiled by the Bureau of Foreign and Domestic Commerce, of the Department of Commerce, regarding our foreign trade during the nine months ended with last September as compared with the first three quarters of each of the two preceding years, form an excellent basis for consideration of the after-war trade. These statistics show that the value of exported leaf has increased nearly 100 per cent. in the last two years, although the quantity has dropped approximately one-third.

This, however, is no cause for great concern, since the decreased consumption is practically confined to belligerent nations and countries whose neutrality has been doubtful, our shipments to other markets showing very satisfactory increases.

Tobacco leaf exported during the first nine months of 1918 amounted to 294,548,549 pounds, valued at $91,978,632. During the corresponding period of 1917, shipments totaled 170,508,327 pounds, valued at $29,-849,264, and, in 1916, to 382,968,728 pounds, valued at $49,312,654. The increase in quantity over last year is a fair indication that it will not be long until the volume of our exports of this commodity is equal to, if not greater than, shipments of 1916 and prior years.

The following table, showing the exports to the various countries during the nine-month period of each of the last three years, is especially interesting at this time, offering, as it does, an opportunity to see at a glance the tremendous changes which have been wrought in foreign trade by the war:

	Quantity	
1916.	(Pounds)	Value
Belgium,	.....	.....
Denmark,	16,115,407	1,816,023
France,	56,689,901	4,933,792
Italy,	22,523,387	2,508,786
Netherlands,	72,380,341	7,069,273
Norway,	6,513,061	724,878
Portugal,	4,240,942	616,245
Spain,	9,157,058	701,325
Sweden,	2,098,079	236,299
Switzerland,	419,224	40,148
United Kingdom,	129,917,357	20,806,483
Canada,	15,330,200	2,642,173
Mexico,	1,273,921	136,851
Argentina,	2,068,896	346,284
China,	9,448,755	1,207,179
Hongkong,	7,222,153	1,441,841
Japan,	2,201,750	366,464
Australia,	8,377,532	1,562,863
British West Africa,	7,226,432	952,577
French Africa,	2,873,022	328,023
Other Countries,	6,891,310	875,147
1917.		
Belgium,	75,523	6,500
Denmark,	266,949	33,416
France,	39,186,090	5,543,361
Italy,	30,280,354	3,702,758
Netherlands,	1,395,352	185,436
Norway,	2,636,130	427,138
Portugal,	1,557,558	330,472
Spain,	12,441,268	1,899,783
Sweden,	652,289	87,643
Switzerland,	1,325,811	221,072
United Kingdom,	28,759,462	7,142,764
Canada,	12,586,755	2,942,640
Mexico,	1,160,795	171,799
Argentina,	4,760,283	715,197
China,	7,086,444	1,495,311
Hongkong,	1,303,861	355,742
Japan,	1,876,589	421,407
Australia,	8,504,923	1,734,740
British West Africa,	6,905,951	1,100,474
French Africa,	2,258,919	357,902
Other Countries,	5,487,021	973,709
1918.		
Belgium,	.....	.....
Denmark,	.....	.....
France,	45,733,516	7,600,189
Italy,	26,904,927	3,884,350
Netherlands,	.....	.....
Norway,	3,921,848	857,212
Portugal,	908,815	233,227
Spain,	5,911,069	864,464
Sweden,	670,283	133,549
Switzerland,	331,605	80,385
United Kingdom,	146,500,987	55,749,630
Canada,	19,958,249	7,733,732
Mexico,	1,249,019	178,655
Argentina,	2,987,224	534,272
China,	10,642,160	4,243,209
Hongkong,	4,446,986	1,729,123
Japan,	3,592,266	1,335,262
Australia,	9,277,328	3,984,440
British West Africa,	5,838,724	1,312,816
French Africa,	1,887,929	462,214
Other Countries,	3,785,614	1,061,903

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
INCORPORATED
LOUISVILLE, KY., - - U. S. A.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

TURKISH TOBACCO THRIVES IN CALIFORNIA

The "Fresno Republican" in a recent issue said that Turkey's blockade has been Fresno County's opportunity in tobacco growing, according to Nick Tahanas, who has grown a fine crop of Turkish leaf on his ranch about three miles north of Fresno on Blockstone Avenue. It has been known for some years that a good grade of Turkish tobacco can be grown in the San Joaquin valley. Several growers have tried it on a large scale. A few have made money and a few more have lost, largely owing to the whims of the buyers.

The Fresno leaf is now commanding $1.00 or more a pound. Tahanas used to grow tobacco near the ancient temple of Ephesus and the art has been brought down by his family from the day of Sir Walter Raleigh. Only last year he arrived in Fresno. His first crop grew to maturity. He found that it had the flavor and the color of the genuine Turkish.

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

TURKISH CIGARETTES
CADO COMPANY, INC.
145 Lafayette Street - New York City
BRANDS { Fifty-Six - - - - 10 for 25c
Cado - - - - 10 for 15c
Water Lily - - - - 20 for 15c

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
East End Avenue and 81st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

Cork Tips **Cork Bobbins**
BOUCHER CORK & MACHINE COMPANY, Inc.
216 WEST 18TH STREET NEW YORK

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
RETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

WETSTONE WRAPPOSHADE:—40,839. For tobacco. November 7, 1918. L. Wetstone, Hartford, Conn.

CHATEAU THIERRY:—40,840. For all tobacco products. November 7, 1918. The A. H. Hillman Co., New York City.

TIN HAT:—40,841. For all tobacco products. November 4, 1918. Bailey Bros., Inc., Winston-Salem, N. C.

NOVEMBER ELEVEN 1918:—40,843. For all tobacco products. November 13, 1918. Petre, Schmidt & Bergmann, Philadelphia, Pa.

LIBERTY PEN:—40,844. For cigars, cigarettes and cheroots. November 9, 1918. Calvert Litho. Co., Detroit, Mich.

GEORGES BENJAMIN CLEMENCEAU:—40,845. For all tobacco products. November 15, 1918. Pasbach-Voice Litho. Co., New York City.

STENAY:—40,846. For all tobacco products. November 14, 1918. Petre, Schmidt & Bergmann, Philadelphia, Pa.

WRAPPOSHADE:—40,847. For tobacco. November 15, 1918. L. Wetstone, Hartford, Conn.

VICTORY ARCH:—40,848. For all tobacco products. November 16, 1918. American Litho. Co., New York City.

FREEDOM ARCH:—40,849. For all tobacco products. November, 16, 1918. American Litho. Co., New York City.

ARCH OF FREEDOM:—40,850. For all tobacco products. November 16, 1918. American Litho. Co., New York City.

ARCH OF VICTORY:—40,851. For all tobacco products. November 16, 1918. American Litho. Co., New York City.

GREEN DOT:—40,852. For all tobacco products. November 7, 1918. Jose Diaz & Co., Tampa, Fla.

SEVENSENSES:—40,853. For all tobacco products. November 16, 1918. The Moehle Litho. Co., Brooklyn, N. Y.

OCTAGON:—40,854. For cigars. September 25, 1918. I. Kall Cigar Co., Binghamton, N. Y.

TRANSFERS

LIBERTY BELL:—15,457 (Tobacco World). For cigarettes. Registered November 11, 1907, by Geo. F. Loundy & Co., Philadelphia, Pa. Transferred to Wolf Chernovsky, Philadelphia, Pa., November 2, 1918.

THEY SAVE THE DAY:—40,835 (T. M. A.). For all tobacco products. Registered October 31, 1918, by Wm. Steiner Sons & Co., New York City. Transferred to Joseph Knecht, Cincinnati, Ohio, November 7, 1918.

THE WISE:—13,787 (Tobacco World). For cigars. Registered September 6, 1902, by H. S. Neiskey, Lititz, Pa. Transferred to H. Raymond Neiskey, Lititz, Pa., November 5, 1918.

CANCELLED REGISTRATION

MARSHAL OF FRANCE:—40,834. For all tobacco products. Registered October 26, 1918, by The Moehle Litho. Co., Brooklyn, N.Y. Cancelled November 19, 1918.

Consular reports from the Puerta Plata district of the Dominican Republic state that there is but one tobacco crop in this island, which is usually gathered in April, May and June. Owing to the high prices obtained for the 1917 crop, a greatly increased acreage was planted in tobacco, and as a result it was confidently expected that this year's yield would be in the neighborhood of 500,000 seroons of 115 pounds each net (57,500,000 pounds), or double the average. In view of the drought, however, it is doubtful if the yield will exceed 200.000 seroons (23,000,000 pounds), the greater part of which will be exported to France, Spain, Algiers and Holland. There are still remaining in storage on the island about 108.000 seroons (12,420,000 pounds) from the 1917 harvest.

LANCASTER COUNTY NOTES

THE situation in Lancaster County may be considered either an armistice or a state of war, with anticipations of a break-up at almost any time.

A broker has an advertisement in the local papers, headed "Stick Together, Tobacco Growers," and suggests the following prices for the 1918 crop:

Good cased tobacco: Tops, 45 to 60 cents; Penn B's, 35 to 42 cents; fillers, 24 to 30 cents; scrap, 12 to 16 cents; 1918 wrappers, top crops, 35 to 45 cents; Penn B, 30 cents; fillers, 18 cents; scrap, 10 cents and up.

Those interested in maintaining high prices use the argument that the close of the war means an immediate and heavy export trade in old tobacco, followed by an increased demand for new tobacco. It should, however, be plain to everyone that the buyers are not likely to pay high prices on account of the growers' predictions.

It is stated that many of the growers have moderated their demands and would be satisfied with last year's prices of 25 to 30 cents. It is also predicted that the price will break to 20 cents or below.

At the November meeting of the Lancaster County Tobacco Growers' Association, there were no reports of sales.

The "Lancaster Examiner," in a recent editorial on the situation, said in part:

"Just at the present moment manufacturers are extremely well supplied with tobacco, but if the labor situation improves and allows them to seriously tackle the problem of supplying all the goods they are called upon for, they will eat into the stock on hand and come upon the market for more tobacco. Two or three buyers on the market at the same time can cause a lot of stimulation in the demand for tobacco. So, with an improved outlook in the domestic situation, with the probability of additional stimulation from the possibility of export business, the leaf merchants are looking most hopefully into the future. At any rate, every man who has a large stock of tobacco feels that he has good property on his hands, even though some time must elapse before the demand is expected to show any considerable improvement.

The Tobacco World

Established 1881

Volume 38 | December 1, 1918 | No. 23

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

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PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

BAER BROTHERS
GOLD BRONZES AND GOLD INKS
Produce richest and most durable finishes. Economical in use. Moderate in price. Samples on request.
BAER BROS., 438-448 W. 37th St., New York City

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

GARRETT H. SMITH, U. S. and Canadian Representative for
COMPAÑIÁ LITOGRÁFICA DE LA HABANA
Finest Imported Cigar Bands and Labels. Also GUMLESS Bands
NEW YORK OFFICE (Phone, Stuyvesant 7476) 106 E. 19th ST.

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
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Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

GEO. SCHLEGEL
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MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET, LOUIS G. CAVA, Mgr.

A BARGAIN IN CIGAR LABELS AND BANDS.

On account of the prevailing high cost and scarcity of material, labor, etc., we have decided to close out and discontinue a large number of attractive stock labels with title and design rights.

We are also closing out at exceptionally low prices the entire line of stock labels formerly made by Krueger & Braun, of which firm we are the successors.

We still have a quantity of attractive stock cigar bands, which we will also close out at prices far below the present cost of producing such bands. Write for samples and prices.

WM. STEINER SONS & CO., 257 W. 17th Street, New York City.

HEYWOOD, STRASSER & VOIGT LITHO. CO.
26TH STREET & 9TH AVENUE, NEW YORK
MANUFACTURERS OF
CIGAR BOX LABELS
BANDS AND TRIMMINGS
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CANADIAN REPRESENTATIVES
B. B. B. Co., Montreal, Canada
PHILADELPHIA OFFICE
914 Drexel Building
SELLING REPRESENTATIVES
ADOLPH FRANKAU & CO.,
129 Fifth Avenue, New York City

"ROLL YOUR OWN"

No group of words, few or many, have so insistent, so patriotic, so natural an appeal to smokers these days as—"Roll Your Own."

Full of snap and capable independence, these three words voice *America's ultimatum* to cigarette smokers everywhere. They are an economic *command.*

"Rolling your own"—saves labor. It suggests the American's personal ability to do things for himself.

It means—cut out the machine and roll your own cigarette for yourself, with your own hands; because such cigarettes, made of "BULL" DURHAM Tobacco, are the *mildest,* the *most fragrant,* and the *most economical* cigarettes in the world.

The American Tobacco Co.
INCORPORATED

The "Makings" of a Nation

A Merry Christmas to You

VOLUME 38 NO. 24

The TOBACCO WORLD

DECEMBER 15, 1918

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There is always waste in stripping filler—such as scrap and shrinkage.
There is always the inconvenience of casing and drying your filler.
Why not use a filler which is already stripped, resweated and prepared, and because of its reputation can be depended upon for

Quality——Burn——Aroma

THE UTMOST IN STRIPPED
PHIL-TO-CO.
AND BOOKED FILLER TOBACCO
TRADE MARK

Headquarters for Manila Tobacco in the United States
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FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

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La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.

PHILADELPHIA

The smokers who buy and the dealers who sell 200,000,000 Cinco Cigars a year appreciate the protection of a brand manufactured with 68 years experience and with the most painstaking consideration for quality ~ and quality alone

OTTO EISENLOHR & BROS., INCORPORATED
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STICK TO Cinco - IT'S SAFE

ROCKY FORD

HAND MADE CIGAR DELICIOUS FLAVOR

MANUFACTURED IN OUR NEWARK, N. J., FACTORIES

"We also manufacture at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies, giving the Jobber and Retailer an exceptional margin of profit."

UNION AMERICAN CIGAR CO.

General Offices, Pittsburgh, Pa.

For Gentlemen of Good Taste

San Felice

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The Deisel-Wemmer Co.,

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ESTABLISHED 1867

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CLEAR HAVANA

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Our Motto: "QUALITY"

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The Acknowledged Leader Among Mild Sumatra Wrapped Havana Cigars

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MURIEL—and the Retailer's Profit

With a quality that pleases the consumer, with a popularity that permits a quick turn-over and a price that provides legitimate profit, Muriel Cigar is one of my best bets.
ANY WISE RETAILER.

Neither Quality nor Advertising can make a *lasting* success of a cigar if the Retailer's legitimate Profit is ignored.

Every step in the wonderful development of Muriel—every new size, every new selling idea—considers first the Retailer's Friendly attitude.

"Quality' –"Popularity"—"Profit" is Muriel's slogan to the Retailer.

Retailers desiring to make purchase of "The most talked-about cigar in the U. S. A." will be gladly given name and address of our nearest distributor upon request.

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119 West 40th Street New York

The Maintenance of an Inflexible Quality Standard in

CRESSMAN'S
COUNSELLOR
CIGAR

is reflected in the unvarying increase in consumer demand.

Good judgment favors stocking—displaying—recommending it everywhere

Allen R. Cressman's Sons,
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CIGAR
MADE IN HAVANA
A High Grade Imported Cigar made of the finest Vuelta Abjo Tobacco grown on the Island of Cuba
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Binder—Filler—Scraps
IMPORTED DIRECT FROM MANILA
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Manufacturer of
THE NEW
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HAVANA CIGARS
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"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P.B. Gravely Tobacco Co. Danville, Va.
To Dealers-
Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.
P. B. GRAVELY TOBACCO CO.
DANVILLE, VA.
DEPT. A

Gafla Sumatra Company
QUINCY, - - - FLORIDA

Florida and Georgia Shade Grown Wrappers

We also sell the new **"Combination"** Wrappers, grown under a combination of slat and cheese-cloth shade, with irrigation.

A Pair of Winners

John Ruskin
IS IT TOOOO BIG?
Flor de MELBA
The Cigar Supreme

Mr. Dealer:—A box of JOHN RUSKIN and FLOR DE MELBA—the Cigar Supreme, on your show case will increase your business. We recommend that you carry a supply of them.

THE BEST AT THEIR PRICE

See Your Jobber Now, or Write Us

I. LEWIS CIGAR MFG. CO., Newark, N. J.
Largest Independent Cigar Factory in the World

Volume 38

THE TOBACCO WORLD

Number 24

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, December 15, 1918 Foreign $3.50

Who Wants German Cigar Bands and Labels?

IT is definitely established that in order to injure our tobacco trade with South American countries, Germany at one time flooded that market with "vilely inferior cigars, cigarettes and smoking tobaccos which were purported to have been made in the United States."

This fact is brought to mind by overhearing a conversation concerning the probability of Germany attempting to flood this market with cigar bands and labels. It was suggested by one that if they could not be put across with "Germany" marked on the tab they might be camouflaged in some way so that the unsuspecting manufacturer might fall for them.

Doubtless the biggest bait will be the matter of price, but we heard one patriotic manufacturer say that if he were offered gold bronze bands at five cents a thousand, that he knew came from Germany, he would throw the salesman through a window, without ceremony.

While there cannot be national boycotts against Germany, because of the fact that she must pay her just debts with revenue from her industries and commerce, nevertheless there will be established millions of individual boycotts that no nation or set of nations can destroy. The memories of Germany's proven crimes will not be forgotten for generations by the sufferers, nor will our own people soon forget the brothers, sons and fathers that have bled and died from German bullets.

Nevertheless, the Almighty Dollar is a great pleader and there may be some who are willing to forgive and forget at once. We sincerely hope not, for our duty to the lithographic industry of the United States and Allied countries at this time would compel us to take cognizance of this—well, let us say breach of business ethics.

We wish to go on record further, and in this connection the Tobacco Merchants' Association should promptly put itself on record as favoring the support of the lithographic industry that has met the wartime needs.

The great national institution of the cigar and tobacco industry should not lose time in suggesting to the entire trade that it support in the future, as during the war, the business houses of the United States and its Allies.

Excuses are in order, however, for those manufacturers who, during the past busy months, have been unable to get their lithographic supplies and who, in order to identify their goods, have been forced to use labels and bands on hand made in an enemy country prior to the war.

It is only fair to the lithographers that the attention of the trade be directed to them. They are a most important part of the tobacco trade. Rulings of the War Industries Board affected them long before it did other branches. They have done nobly in trying to supply every manufacturer despite the great shortage of raw materials and of labor. They have made every effort to give the manufacturer, who imported from Germany before the war, as high a grade label and band as possible. It is not amiss to point out that Cuba has introduced into this country some splendid examples of the lithographer's art, and there is surely room for all our friends.

The lithographic industry, although not given much publicity in the trade papers, did nobly with the Liberty Loan subscriptions, and in the last two drives went "over the top" in great shape.

If such a thing as duty is to be recognized in the readjustment that is now taking place, and is to follow at greater length, then it is to our own people. To those who have stood by their country and by their fellow men should go the business reward to which they are entitled. And that reward is all of the business that their branch of industry can give them.

We call attention to the lithographic industry at this time, because we have heard from a number of sources vague whisperings about German labels and bands appearing in this country shortly. We can hardly believe that any member of the tobacco industry who has suffered in every way as a result of the great conflict can so far forget his own people or the land in which he has prospered, as to give business to a German lithographic importer.

At the beginning of the war we were quoted in an article in "Printer's Ink" as saying that Germany had lost her hold on the lithographic industry of this country, because the American and Cuban lithographers had been able to produce work almost, if not quite, the equal of the imported goods.

We want to help make this come true, and we know that every member of the industry who believes in the righteousness of the cause of the Allies will do his utmost.

TRADE NOTES AND NOTICES

Owing to the fact that 1000 bales of Sumatra are now on the way from an Atlantic port for an Ohio cigar firm, and because of the tremendous quantity of Sumatra tobacco being cleared through the Cincinnati Custom House, arrangements have been made by Chief Deputy Collector C. W. Pollock for additional warehouse space at the Baltimore & Ohio bonded warehouse for the storage of this tobaco. Practically all this tobacco is owned by an Ohio cigar manufacturing concern, which last week withdrew from bond tobacco upon which was paid more than $60,000 in duties.

"He who would judiciously advertise so as most thoroughly to cover a given field and realize a maximum return for a minimum of legitimate outlay, should confer with those that are in that business and who make it their special study; utilize their services in applying his ink with an artist's brush and hand and skill."—From "Advertising and Selling."

Where, as in Arizona, a council of defense orders a retailer to mark the cost price and selling price of his merchandise, including in the "cost" price only the invoice price and shipping charges, an injustice is done. A fair addition to the cost price should be allowed for overhead charges.

The Government has released for civilian consumption part of the output of 36,000,000 sacks of "Bull Durham" a month, which since April has been going overseas to the boys on the battlefront.

Employees of the Tobacco Products Corporation held a ball at the Palm Garden, in New York, on Thanksgiving Eve, November 28. About 2500 were present and enthusiastically celebrated the Allied victory. The proceeds, which were estimated at $1200, will be donated to the United War Work Fund.

The total production of all grades of cigars in the Ninth Pennsylvania Revenue District in November was 59,826,955. In November, 1917, the output was 69,969,112, and in November, 1916, it was 69,962,320. In October the output was 71,019,300. The principal causes contributing to this loss were influenza among the employees and three days' celebration of the fake and real armistices.

An exchange says that a New York druggist is selling cows and a Chicago druggist is selling dressed poultry; some Philadelphia cigar stores are selling soaps and perfumes; but the men who are pushing one business look much more cheerful and prosperous.

The Lexington, Ky., Tobacco Board of Trade has elected the following board of directors: S. H. Halley, J. C. Stone, W. L. Petty, J. C. Bosworth, R. L. Stivers, T. W. Blackwell and James Pryor.

Acker Merrall & Condit have taken over the three retail cigar stands in the Waldorf-Astoria, New York.

The United Cigar Stores Company has taken over the lease of the building at the northeast corner of Fifteenth and Chestnut Streets, Philadelphia, occupied by Yahn & McDonnell. The Yahn & McDonnell Company lease expires in June.

H. Duys & Company, 170 Water Street, New York, have purchased the building now occupied by the American Sumatra Tobacco Company, at 142 Water Street. The lease of the American Sumatra Company expires in February, 1920, after which H. Duys & Company will remodel the building before occupying it.

Albert Worch, of Detroit, Mich., has purchased the Kuhles & Stock Company, of St. Paul, Minn. The title of the firm will now be Kuhles & Stock Company, Incorporated, with Mr. Worch as president. The Kuhles & Stock Company has been one of the best-known cigar factories west of Chicago.

Daniel C. French, James Montgomery Flagg, George Ethridge, Philip L. Thomson and John Quincy Adams, as judges, have announced the winner in the commercial advertising poster competition in New York City, held under the auspices of the civic art committee of the Women's Municipal League, to raise the standard of advertisements on billboards. The Liggett & Myers Tobacco Company's poster, "Soldier," Leyendecker, is the winner. The competition was open to any advertiser who exhibited a twenty-four-sheet poster in New York between December 15, 1917, and November 15, 1918.

Shipments of tobacco products from the United States to Hawaii were on a comparatively small scale during the month of July, the total volume of trade reflecting clearly the heavy demands of domestic trade and the requirements for the soldiers overseas. The only increase for the current year was made by cigars and cheroots, which show a slight gain for the seven months' period.

The Sig. C. Mayer Cigar Company, of Philadelphia, has opened a factory on the second floor of the Town Hall building at Wrightsville, Pa. The factory will employ about fifty hands at present.

Permission has been granted to the Allen & Ginter branch of the Liggett & Myers Tobacco Company to add two towers to the tobacco factory at Seventh and Cary streets, Richmond, Va., to cost $18,000. The alterations, it is stated, will not only add greatly to the factory space and capacity of the plant, but will also provide many conveniences for employees.

Leaf Tobacco Market Jottings

Considerable activity in the import trade of the United States in leaf tobacco and its manufactured products from Porto Rico is indicated by the official statistics for the month of July, 1918, increased shipments of both unmanufactured leaf and cigars and cheroots being recorded for the month and the seven months' period of the calendar year. Cigarettes alone sustained a decrease.

In comparison with the corresponding month last year, the July figures representing shipments to the United States show an increase of 345,949 pounds, or 76 per cent., in leaf tobacco; stems and trimmings increased 331,349 pounds, or 330 per cent.; total leaf increased 677,298 pounds, or 121 per cent.; cigarettes decreased 593,000; cigars and cheroots increased 6,264,000, or 49 per cent.

The entire real estate and tobacco warehouse holdings of the Louisville Tobacco Warehouse Company, which has entered voluntary liquidation, were purchased at public auction on November 26, for $179,000, by James J. Hines, a local capitalist. The property will be operated by a new tobacco warehouse company, the members and capitalization to be announced.

An exchange says that the people in the New England district who are making the money are the Poles, who have large families. A tobacco crop in such a family is all "velvet." Still, as a Hatfield, Mass., grower received a check for $53,000 for his crop, he possibly got enough profit out of it to buy a ton of coal.

Thomas W. Blackwell, president of the Lexington Tobacco Board of Trade, was quoted in November as saying that the R. J. Reynolds' Tobacco Company, the American Tobacco Company, and the J. P. Taylor Company will have no buyers in any burley tobacco market, before January 1, 1919. The Lexington market was dated to open December 3, and later December 10.

With regard to general Kentucky conditions, the Agricultural Experiment Station at the University of Kentucky says that the December estimate for Kentucky grown tobacco for 1917 shows a total production of 426,600,000 pounds, while the November estimate for 1918 shows a production of 388,170,000 pounds, a falling off of 38,430,000 pounds as compared with last year. No statistics are available showing in which classes of tobacco this decrease took place as production figures on the various kinds of tobacco grown in Kentucky are not given in any reports available at this time. The stocks of burley on hand are shown to be 17,456,635 pounds short of last year's dealer's stocks.

The Durham (N. C.) "Sun" says that a farmer at Warsaw received $150 for a 200-pound load of tobacco.

The Lancaster County situation up to December 4, resolved itself into a variety of rumors and fake stories of all sorts. The Lancaster "Examiner" says:

"Numerous complaints have been received by the Lancaster Chamber of Commerce in regard to the wide-spread publicity given to the reputed plan of one of the largest concerns in the country contemplating throwing on the market 15,000 cases of tobacco, being the excess of their requirements. In the letters received the writers refer to the wide-spread damage done to the tobacco business by the publication of the article, some of them averring that no inconsiderable amount of the present dulness of the market can be ascribed directly to the publication of that article. In this view packers of the city share."

It says further, that "In many circles, both among packers and growers, the feeling is expressed that the bulk of the crop will sell at from fifteen to twenty cents."

In Wisconsin no resumption of buying is expected until after the new year. Wisconsin growers have an advantage over those of Ohio and Pennsylvania, as fully one-half of the crop is under contract. The 1918 crop is the largest ever produced in the State, both in acreage and yield, with a very large percentage of the best binder leaf Wisconsin has ever produced, exceeding probably 200,000 cases. A few scattering sales are reported at low prices, the prices being carefully concealed, but stated to be lower than previous ones.

At Danville, Va., the last week of November, sales footed up 1,639,715 pounds, which sold for an average price of $38.30. The sales for November amounted to 10,907,991 pounds, at the same average price. The season's sales from August to December, amounted to 19,074,516 pounds and the average was $34.80.

A dispatch from Lancaster to the Philadelphia "Press," on December 3, said that the county banking interests are backing the tobacco growers, and that the arrangements call for a pivot price of twenty-five cents for wrapper (tops), with proportionate prices for scrap. The other interests are said to have suggested a pivot price of eighteen cents.

At a meeting of tobacco growers at South Deerfield, N. H., on December 1, sales reported were forty cents a pound high and thirty-two cents low. The general opinion was that prices will advance again within the next two months.

The farmers at Owensboro, Ky., held an indignation meeting at the Court House on December 2, at the first sales of the season. Sales amounted to 500,000 pounds at an average price of $14.10 per hundred, compared with $16.68 a hundred at the opening sales last year. The "trash" only brought $7 as compared with about $10 last year.

"Good Will Toward Men"

AFTER four and a half years of conflict, with its deadly toll, this Christmas means to all the world more than we as individuals can feel or imagine. This Christmas will be a holy Thanksgiving Day for all the peoples of the earth who believe in "Peace on earth, good will toward men."

For the great victory we can one and all rejoice that we have done our part according to our abilities. We can look our returning heroes in the eyes and take our friends and loved ones by the hand with the complete knowledge that all of us have done our duty that they might be supplied with whatever they asked or needed. No call from them has come to these shores in vain.

With the problems that reconstruction always brings we look for Divine guidance to lead us and to help us in aiding the starving, the helpless and the weaker peoples who are emerging from the conflict dazzled and blinded by the shining shield of Peace and groping for the light.

Christmas Day will come to the cigar and tobacco industry and its allied branches as a day for great rejoicing. The lofty theme of Christmas this year awakens as deep rejoicing in the business world as in the home.

The twilight that precedes the dawn comes again for the captains of commerce and industry who have been sailing uncharted seas beneath darkening skies. Taxes and regulations will now be slowly lifted. Supply and demand will establish in time a dependable standard again. Out of the turmoil of the conflict have come new outlets for our products. And there is being given to us the means to distribute these products wherever trade exists.

The war has taught us a new meaning of co-operation. We have been compelled to co-operate in order to exist. We have found it helpful, broadening, practical and successful. May this spirit not die with the ending of the war.

In the period of reconstruction it will be needed more than ever. If the manufacturer, jobber and dealer will continue to work together for mutual benefit, then big business and success is sure to follow. To consider others and to treat others as we would like to be treated is a firm foundation on which to build in this new business era.

In this reconstruction the trade papers will play an important part. Constructive criticism and real co-operation with the trade paper publishers will help to make them great factors in the extension of trade, the establishment of good will and in the discussion and dissemination of national and international trade problems and conditions.

The will to kill speeded a bullet on its way and plunged half the nations of the world into deadly conflict. The seed of hate and discord was sown; ten million lives the bloody harvest. We sow jealousy, discord and strife, and we reap enmity, uncertain business conditions and distrust. Honest co-operation means peace in the business world and good will toward competitors.

This war has exacted from every man, woman and child in the world, in a greater or lesser degree, some price, because "good will toward men" was not an accomplished fact.

With this lesson before us we cannot neglect at this Christmas time to pledge our sacred devotion to those centuries-old tidings, "Peace on earth, good will toward men."

The Connecticut Leaf Situation

THE condition of the leaf markets in Pennsylvania and Connecticut as regards the current crop are not entirely satisfactory. As regards Pennsylvania, and Connecticut, too, the cigar manufacturer seems to feel that the growers and packers are out to get his shirt. With a cold winter promised and the distribution of coal not all that is desired, the manufacturer resents this apparent attitude.

We have never heard an argument that did not admit of two sides—even the Central Powers promise great revelations, and in all fairness we must admit that there must be two sides to the present condition.

As regards the cigar manufacturers, he is irritable because prices are at the top notch, with more taxes to be added, and the cigar manufacturer knows that there is a limit all down the line. He has paid the highest prices in history for his tobacco, and he believes that the prices of raw materials should now take a downward trend. His production has been materially cut in recent months, while his overhead has remained practically the same. He would delight in an opportunity to pay an excess profits tax. He thinks that the growers and packers have realized this state of bliss. He wants the same opportunity.

Now, the growers and packers have not had a lovely time, but on a recent visit to one of the localities we did not see any sheriff signs on the doors. Farm labor has commanded unprecedented prices, fertilizer has been high and scarce, cheese-cloth for the shadegrown tobaccos has doubled. Women have demanded the same wages as were formerly paid men. There have been losses.

(Continued on Page 20)

Facts Why Cigar Prices Cannot Come Down

ANY idea, as we have said before, that cigar prices will come down is a snare and a delusion. There is serious ground for anticipating a further increase, on the other hand. If the jobber and dealer is not aware of this fact he should give careful consideration to the thought.

In the first place, there will doubtless be a still further increase in the cigar tax if the new revenue bill is ever passed, and as the Government very earnestly says it needs the money we may take it for granted that it will be passed.

In the second place, large manufacturers buy their tobacco from a year to two years in advance of usage. To those who have read the trade papers it is no news to say that fillers and binders of the 1917 crop reached top-notch prices. The big manufacturers have not started to use this crop yet, and will not for some months to come. If leaf tobacco prices remain where they are, the cigar manufacturers will not be manufacturing their most expensive tobaccos for some months. And it is reasonable to suppose that good business men will not be able to reduce prices at a time when they are using materials that cost unprecedented prices.

And there is still further to be considered the great shortage of labor in cigar factories. As a matter of fact, there never has been an oversupply in busy seasons. But we stand at the threshhold of an era when no factory will be able to meet the demand for its goods with strictly hand labor.

Consider that in the first place the cigarmaker has never been as well paid as other lines of industry. This fact alone has discouraged the present generation from learning the trade. Without a war that turned the world upside down the present prices of cigars could never have been obtained. Unless the public is willing to pay more for cigars, labor cannot be paid high wages. Capital is entitled to its fair recompense—the Bolsheviki to the contrary notwithstanding, and one dollar a thousand more to the cigarmaker means one thousand dollars more on the cost—and the time has been when one dollar a thousand almost covered the cigar manufacturer's profit.

Let every cigar dealer and cigar jobber get the fact that hand labor has been, is, and will be a scarce article until such time as it can command a wage that will put it on a par with the wages of other industries. No wise worker will learn a trade that pays only three dollars a day when he has the choice of learning one that will pay five dollars a day.

And this fact alone should drive home to the cigar manufacturer the truth—and the truth is that mechanical devices are the only method of production whereby cigars can ever be sold at the old pre-war prices—the Millennium excepted.

Most of the big manufacturers have awakened to this fact. The clear Havana manufacturers are the only ones who fail to see the handwriting on the wall. They have paid and are paying higher prices than any other branch of the industry. Necessarily they must get more for their goods.

But as we are saying elsewhere, the Almighty Dollar is good to look at, good to handle, and there is a great amount of satisfaction in spending it well. The consumer, as well as the jobber and dealer, weigh these facts.

Many shadegrown-wrapped cigars are produced today by mechanical facilitating devices. They are as big as the clear Havana, and smoke as well, and are generally a little cheaper all the way 'round.

Clear Havana manufacturers must not overlook the fact that smokers sometimes die. They have overlooked the opportunity of educating the new smoker to the excellence of the clear Havana cigar. They have failed to use the trade papers to drive home these facts to the dealer. Tobacco trade papers are carrying less clear Havana cigar advertising than ever before. The advertising of the shadegrown-wrapped cigar is on the increase. The clear Havana cigar manufacturers who seek to expand their businesses must wake up!

Clear Havana cigar manufacturers who can sell all they make under normal conditions (not war conditions) need not worry, but there are many who do not enjoy this rather comfortable position. And it is a coincidence that the clear Havana manufacturers who are able to maintain a steady output year in and year out are, with one or two exceptions, liberal advertisers in the tobacco trade papers. We do not claim that this has brought about their steady output, but we do claim that it has helped to maintain with the trade a prestige and good will that can be established only in this way.

Unless there is an unexpected reversal of form, cigar prices on standard brands are up, and up for all time unless more economical methods of production are introduced. The removal of taxes, and the decline in leaf prices may be anticipated, and prices may come down a bit, but never to the old prices while labor remains where it is, and while handworkers grow fewer and fewer.

Every cigar manufacturer can tell of paying prices to beginners in the past two or three years that were paid to skilled cigarmakers in pre-war periods. But even this has not been successful, for after a few weeks of work and being in touch with labor conditions, they have given up their jobs to go into some industrial occupation that paid more. And the few weeks of work has been a pure loss to the cigar manufacturer, because the cigars the apprentices made were mostly worthless. Time, money and tobacco wasted. Multiply this condition by the hundreds, and you will have some idea of what the cigar manufacturer has put up with, in addition to all his other troubles.

The cigarette industry would never be where it is today without machines that produce them by the hundreds of thousands daily, and the cigar industry will not be able to return to old prices until it, too, has found mechanical devices that give production and save material and labor. The future of the industry lies in the development of facilitating machinery. The wise manufacturer is investigating every single bit of equipment that he can find.

Federal Trade Commission To Enforce Law

Washington, D. C.

THE work of the Federal Trade Commission in enforcing the law against unfair methods of competition has grown as the country has become more familiar with the duties laid upon the commission by its organic act, it is announced in the annual report of that body. Business men have invoked the commission's process and applications for complaints alleging unfair practices were filed during the fiscal year ended June 30, 1918, resulting in the issuance of one hundred and fifty-four complaints in the public interest as against the issuance of nine formal complaints during the preceding fiscal year.

Of these complaints, seventy-eight were disposed of during the fiscal year; seventy-one resulted in orders to cease and desist from the unfair methods of competition complained of, sixty-eight being the result of consent decrees; seven were dismissed; in three cases orders to cease and desist were issued without the consent of the respondents, and eighty-six were still pending June 30.

While it is difficult among the great variety of cases to single out any particular group as the most important, the commission calls special attention to two kinds of unfair methods of competition—commercial bribery and resale price maintenance.

"A wide-spread and insidious unfair method of competition is commercial bribery which takes various forms, but chiefly the secret payment of money or the giving of things of value to employees of competitors' customers or prospective customers to cause them to influence their employers in buying goods, or the lavish entertainment of such employees or the loaning of money to them for the same purpose," reports the commission.

"Such practices have frequently been made the subject of penal legislation, both in this and in foreign countries, but there are no such penal Federal laws. The commission is empowered to meet such practices only with an order to cease and desist. Punishment for the violation of such orders rests with the courts. This duty has been discharged by the commission in the case of commercial bribery in numerous instances and with beneficial results. In one industry, for example, the action of the commission resulted in extensive co-operation on the part of many concerns engaged therein to extirpate this practice, in which they themselves had participated, but in which they claimed they had been practically compelled to engage by reason of the practices of unscrupulous competitors.

"Another unfair method of competition of great interest at this time is that known as resale price maintenance, that is, acts relating to attempts by the seller to control the price at which the buyer resells the same goods, either by contract, understanding, or refusal to sell to parties who do not maintain the resale prices insisted upon.

"In the Cudahy case the commission found that resale price maintenance was unfair to competing manufacturers not maintaining prices and to the public generally. Such attempts have been held by the Supreme Court of the United States to be in violation of the anti-trust laws.

"The Federal Trade Commission regards a method of competition violative of the law as being, per se, an unfair method of competition. This does not preclude the commission from holding certain forms of price cutting as unfair methods of competition, especially where such price cutting has as its aim, either a malicious injury to others, or an attempt to monopolize any branch of trade. Normal competition in prices, whether in cases of resale or otherwise, is, in general, a healthy condition of trade and in the dealings in many commodities, even marked reductions in prices are proper where it is necessary to dispose of stocks, as for instance, by reason of seasonal conditions of the trade."

The Tobacco Crop of Greece

Consular reports from Greece, released by the United States Bureau of Foreign and Domestic Commerce on December 11, show the Greek tobacco crop for 1918 to be from 49 to 50 per cent. less this year than in 1917, dry weather causing the actual crop to fall short of early predictions based upon an average yield for the area planted. There are left, however, in Old Greece from former crops 31,036,560 pounds of tobacco, of which 11,551,825 pounds are in the hands of manufacturers and about the same amount still in the open market. Added to this there are 50,787,000 pounds from the new crop. So that there are in all in Old Greece 82,000,000 pounds of tobacco. Advices from Asia Minor, Russia, and European Turkey place the stocks in these three sections together at 87,466,500 pounds. So that the sum total of Near Eastern tobacco available for foreign trade come to about 169,290,000 pounds.

Normally, in pre-war days, this supply would have been distributed in part as follows: America, 28,215,000 pounds; Austria, 22,572,000; Germany, 56,430,000; Egypt, 11,286,000; Italy, 2,821,500; Holland, 2,821,500; England, 1,410,750; and Scandinavian countries, 700,000 pounds.

Notwithstanding the small size of the crop, prices are due to be low. The removal from the purchasing market of the Central Empires is obviously a reason why this should be so. But there is another contributing element, active early season speculation, at a time when production was expected to be much larger than has actually been the case, established an artificially low price, which has remained unchanged.

It is rather remarkable to note that the November 21 supplement said on the same subject:

(*Continued on Page 22*)

EISENLOHR'S CIGARS

Honor to Our Flag!
Success to Our Nation!

Let our energies be so directed that the years to come may be replete with Liberty, Happiness and Prosperity for the World

Otto Eisenlohr & Bros. Incorporated

Philadelphia, December 15, 1918.

The Value of Knowing Your Brands

By Frank Farrington

(All Rights Reserved)

SOME writer on salesmanship has said, "Don't take yourself too seriously." There may be something in that suggestion. I believe, however, that every cigar store salesman ought to take himself and his job seriously enough to insure his interest in knowing the goods and the business being something more than merely superficial.

If a salesman does not regard his work seriously, he will be a light-weight in the business. Such a man cannot get along very far. Of course, a salesman must be cheerful. He should be happy minded and he ought not to carry the weight of all the cares of his work on his mind all the time. But one may be cheerful minded and still fall far short of being light minded. A man may overdo the matter of taking his work seriously, but more men go to the other extreme.

The light-weight may have an abundance of small talk, and he may be a pleasant enough person from whom to buy a cigar, but he is best taken in small doses, and those small doses haven't even a satisfactory homeopathic medicinal effect upon buyers. They don't pick out the small talk, pleasant enough chap for a big purchase, and the dealer doesn't pick him out as a high-priced salesman.

Small talk and joking do not go with serious business efforts. Leave that sort of thing until the customer is through buying. Be business-like while the prospect of business lasts. Jokes distract the buyer's attention from buying and get him out of a buying mood. Anyway, it is not easy to tell a funny story well, and it is almost impossible to fit one into a selling talk. Funny stories your customers have never heard before are hard to find. Leave the joking for the professional funny men. It costs money to be funny behind the counter.

The clerk who knows his line of goods perfectly is sometimes careless in giving or failing to give adequate information. He does not take enough time in replying to inquiries, or he is careless, or he thinks it is too much trouble, and says, "I don't know." Any of these cause the customer to think the clerk is not first class, and they may make him think that any line of goods the clerk doesn't know more about cannot be very important. To suggest ignorance of your stock is to suggest that it may be worth while for the buyer to look elsewhere.

If you are going to sell cigars successfully, you need to know all about the brands you handle. You must be able to disabuse the customer of any impression that quality just happens so in your line. You should impress him with the fact that quality is a result of scientific study and handling of the material and its manufacture.

The more experience a salesman has had in the manufacture of the goods, the better he will be able to show his customers why his best brands are the best. Of course, not all cigar-store salesmen by any means can have experience in the manufacture of cigars, but where it is impossible to gain this knowledge in practical experience, it ought to be gained through study of the trade papers and books upon the subject. Knowledge of the goods is power in their sale.

Knowledge of why our goods are better makes it easier to prove that they are better, and it stamps us as the class of salesmen who can be believed. If we are offering a man a cigar, and he quotes us some other cigar he likes, but that we do not carry, we can say, "It's a good cigar for the money," and put over the impression that it is not a very good cigar. We can do that effectively if we bear ourselves the stamp of being intelligent salesmen in the matter of cigar manufacture.

Our complete knowledge of the goods helps us in getting customers to buy the best they can afford. It helps us in elevating the customer's ideas of what he is willing to pay for his smokes. Every salesman knows how much harder it is to get the customer to go above a certain price limit when he has once stipulated that figure. This is merely because it is human nature to stick by an opinion we have expressed, even after we can see that it is wrong. A buyer who has fixed a price limit will stick to it more because he does not want to back down than because of any failure to see the advantage of paying more.

Not infrequently you may be better informed on what cigar will give the customer a better value than he himself is. You ought to know better than he, but you have to be careful about telling him so. The value of your knowledge does not lie in your bragging about it or throwing it at customers' heads. It is to be used more tactfully than that.

Some customers are willing to admit that they do not know what they want or what they might better buy. They are perfectly frank about it. Others want to be considered wiser than they are. Never mind what you really think of the man's knowledge. Take him as he wants to be taken.

The knowledge of your goods is a part of the service you are to render the public in return for the profit the store gets on its goods. If you know no more about the goods than their price, they might as well be handed out by a slot machine. The customer is entitled to knowledge service as well as to hand service, so put yourself in a position to tell him anything he wants to know about anything he wants to buy.

Salesmanship may be as simple as A B C, and as easily learned. If you follow the simple kind of salesmanship, however, you will get very simple results, and you will receive a salary that is in proportion. On the other hand, you may recognize the fact that there is more to selling, a greater depth to salesmanship, a scientific side that is beyond the A B C stage, just as there are studies in language that are beyond learning the alphabet. If you want to go on to the top, you will set about learning the higher grades of salesmanship, instead of stopping, satisfied with merely having mastered its A B C.

Your WAR-TIME Problems Are Over

Now Prepare for Prosperity

THE country is on the eve of a long reign of golden prosperity. The cigar business will benefit immeasurably. You want to get your share of this bumper business harvest.

Then put your factory on an *up-to-date basis.* Do away with the old-style wasteful method of hand-stripping. Install the

Universal Tobacco Stripping and Booking Machine

One Universal will strip and book (and without tobacco waste) as much as two to three hand-strippers and it requires only one girl to run it. The Universal cuts out the scrap of hand-work, puts the stock in prime condition for working and thereby increases the cigar worker's daily output.

You need the Universal and you need it *right away.* Over 3,000 in use in more than 800 factories. Get a demonstration of the Universal in your own factory with your own tobacco, and then you'll understand why the Universal is a standard equipment in the progressive factories—large and small—everywhere.

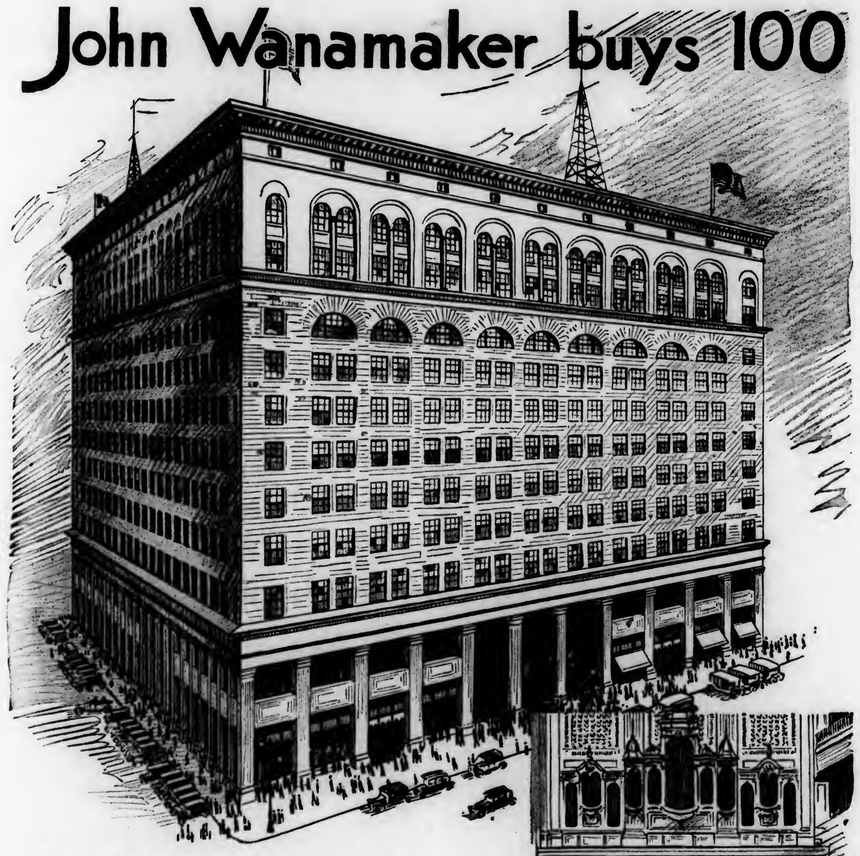
Catalogue and price list on request

Universal Tobacco Machine Co.

79 FIFTH AVENUE, NEW YORK

Factory, 98-104 Murray St., Newark, N. J.

John Wanamaker buys 100



The John Wanamaker Store, Philadelphia. One of the largest, one of the busiest, one of the most perfectly conducted department stores in the world.

The Grand Court in the John Wanamaker Store, Philadelphia. Thousands of merchants visit this arcade every year to see how business is being handled.

more National Cash Registers to meet the present-day shortage of help.

Mr. Wanamaker says:

"A large number of people have been taken out of the big stores. The men have enlisted. The women have gone into Red Cross work and nursing.

"We are able to fill some of their places with improved cash registers. This frees many persons for war work."

Mr. Wanamaker's statement that cash registers save labor, is based upon critical investigation and upon experience with N. C. R. Equipment extending over many years.

His recognition of the labor-saving qualities of modern National Cash Registers is plainly shown by a contract he has just placed for nearly $100,000.00 worth of machines. This order calls for 100 of our latest model clerk-wrap registers. It is the largest single order ever placed with us for one store.

The high character of Mr. Wanamaker's stores, the careful tests made by his executives, and the size of his orders, combine to make his personal endorsement extremely important to other merchants struggling with the present-day shortage of help.

The National Cash Register Company, Dayton, Ohio

Offices in all the principal cities of the world

the
Seasons Greetings
sincerely
Wm Demuth & Co

WD C
TRADE MARK

Fewer Cigar Factories

Washington, D. C.

A DECREASE in the number of factories in operation at the present time is shown in a statement just made, by the Commissioner of Internal Revenue giving comparative statistics of the plants in operation at the close of each calendar year since 1913. According to the table compiled by the Commissioner, there has been a steady decrease in the number of factories since 1913, the total of factories and retail dealers in tobacco having decreased from 24,660 in that year to 15,781 in 1918. The table, showing the figures for factories in the various branches, follows:

TOBACCO, CIGAR, CIGARETTE AND SNUFF FACTORIES IN OPERATION, DECEMBER 31, 1913-1918.

Year	*Cigar*	*Cigarette*	*Tobacco*	*Snuff*
1913,	20,555	469	2,727	76
1914,	19,841	447	2,766	68
1915,	16,754	381	2,364	68
1916,	15,732	367	2,214	71
1917,	14,576	311	2,085	67
1918,	13,217	311	1,915	61

According to the Commissioner's statement, imports during the fiscal year ended June 30, 1918, amounted to 29,458,728 packages of cigarette paper subject to the taxes provided in the Act of October 3, 1917. At the same time, domestic manufacturers produced 234,903,766 packages of cigarette paper and 153,283 packages of cigarette tubes. The tax collected on the imported articles amounted to $339,701.55, and on the domestic $91,680.69.

Large quantities of tobacco, cigars and cigarettes were exported free of tax during the last fiscal year for the use of the Army abroad. Although the compilation of the statistics of exportations of this character is not yet complete for 1918, it may be stated that such shipments have kept pace with the constant increase in the number of men in foreign service. During May, 1918, which was a representative month, 2,272,000 pounds of tobacco, 9,600,000 cigars and 377,000,000 cigarettes were exported tax free for use of the Army.

The producers of and dealers in perique tobacco who are registered as manufacturers of tobacco are all located in the State of Louisiana. Their operations in perique tobacco during the calendar year 1917 were as follows:

	Pounds		*Pounds*
On hand Jan. 1, 1917,	370,803	Tax paid,	2,856
Grown,	230,900	Exported and in bond,	63,303
Purchased,	250,133	Sold,	380,049
		On hand Jan. 1, 1918,	405,628
Total,	851,836	Total,	851,836

C. L. L.

A new cigar firm, the Bronx Cigar Company, has recently opened a factory at 705 East 187th Street, New York. This new concern is manufacturing clear Havana cigars, Spanish hand-made a specialty, which are being sold at both wholesale and retail.

SCHINASI BROS.

NATURAL

EGYPTIAN CIGARETTES

Decorated Metal Packages of 50 and 100 Cigarettes. Particularly Attractive and suitable for

XMAS GIFTS

For the generous patronage given us this year the House of the

FAMOUS

44

OVAL

extends to the trade its sincere thanks and appreciation.

May this Yuletide be a Season of Good Cheer for all.

"44" Cigar Co., Inc.

PHILADELPHIA

Tobacco Contracts Go On

Washington, D. C.

ALTHOUGH contracts for other commodities for use of the Army are being canceled as rapidly as possible, it is understood that tobacco concerns having contracts to supply the Army with tobacco will not be affected by the action of the War Department in cutting down contracts.

It is pointed out that the contracts for tobacco are not long-term agreements, but that the tobacco necessary for the Army abroad is purchased only in quantities sufficient to insure the men an adequate supply until the next shipment is made.

Figures secured from the Director of Purchase and Storage of the War Department show that on November 1, the supply of smoking tobacco on hand for use overseas was sufficient to last 371 days, while that of chewing tobacco was sufficient to last only 85 days. On the same date there was available for use in the United States, 15 days' rations of chewing and 52 days' rations of smoking tobacco. Supplies of cigarettes for use in this country were running decidedly low, there being only one day's stock on hand, although for use overseas there was sufficient to last 120 days.

There has been a tendency for some time to cut down the contracts for smoking tobacco, and at the present time contracts for this variety are in such shape that it is believed there will be no need for further curtailment. The supply of cigarettes and chewing tobacco, it is believed, is only coming in fast enough to meet the demand.

Contracts involving many millions of dollars are being canceled by the War Department, and officials of the department are conferring with representatives of the various industries in an attempt to arrive at an equitable settlement for goods prepared for these orders. Tobacco manufacturers, however, are so placed that it is immaterial to them whether the contracts are continued or not, since the same product will be sold to the men in civil life as they have been supplying through the Government to the same men in the Army.

BIG LEASE FOR SCHULTE

Washington, D. C.

One of the largest leases to be consummated in several years has just been concluded, whereby D. A. Schulte, Incorporated, of New York, secures possession of the building at the northwest corner of Pennsylvania Avenue and Ninth Street northwest. As soon as the leases of the present occupants expire, the building will be remodeled, and the corner opened as a branch in the chain of cigar stores operated by the company. The first branch of the firm in Washington was opened several months ago at Fifteenth and G streets northwest.

The building at present is occupied by several stores, one a cigar store conducted by William H. Warner, while the corner, which will be used for the Schulte store, is now occupied by the Christiani Drug Company, which operates a large cigar counter.

The lease of the Schulte company is to run for twenty-five years, the monetary consideration being in the neighborhood of a half million dollars. Extensive alterations will be made in the building as soon as the new lessee can secure possession, which will be within a short time.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

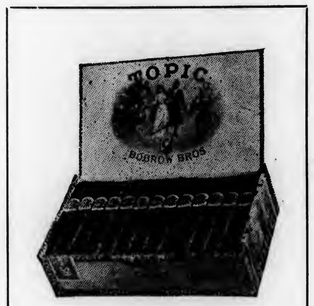
are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

142 Water St., New York City

The Topic of the Day



Topic

Clear Havana Cigars

BOBROW BROTHERS

take this opportunity to thank their friends and the trade in general for the patronage they have enjoyed this year and desire to express for one and all the wish that 1919 may be twelve months of happiness and success.

Bobrow Brothers

Philadelphia, Pa.

Connecticut Leaf

(*Continued from Page 8*)

But there is an angle to the situation, as regards losses on the part of the grower and packer, that is worthy of the attention of the manufacturer.

The grower claims that owing to the run of dark colors he is compelled to sell wrapper tobacco at binder prices and get his average from the light-colored leaves sold as wrappers.

We believe that the grower is right in this criticism for we are reliably informed that years ago the demand was for dark wrappers, in fact black wrappers, and that to supply this demand cigar manufacturers actually painted their wrappers black.

The manufacturer and the dealer has allowed the consumer to "smoke with his eye," until now the demand is almost entirely for light colors, excepting, of course, the educated smoker, who knows that the darker the wrapper the more mature and sweeter it is. This tendency on the part of the consumer has compelled the manufacturer to demand light-colored wrappers. When there is a shortage of light colors, as frequently happens, the grower and packer is left with the wrapper tobaccos of dark shades to dispose of as binders, and at binder prices.

If the cigar manufacturer would reduce the cost of wrappers, for his light wrappers must cover the loss on those sold as binders, let him tie up his national advertising with an educational campaign for dark wrappers. Get the public calling for dark colors and he will find his wrapper costs decreasing.

The Tobacco Merchants' Association as a national institution of the cigar industry can greatly aid this work by getting the cigar manufacturers together and outlining some plan to start educating the public along these lines.

The packers and growers seem to feel that if they cannot grow tobacco profitably they will not grow so much of it, and a heavy curtailment is promised for next year. Whether this is due to overproduction or not, we do not know.

We do know that the production of shadegrown-wrapped cigars is steadily on the increase. We do not believe that the manufacturers of national reputation can afford to allow this wrapper production to suffer. We do not believe that they will, but we do believe that they have in their own hands an opportunity to remedy a condition that is growing more serious each year—the demand for light colors. It is time to start a campaign against the national prejudice against dark wrappers.

As regards the prices to be paid for the current crop, the law of supply and demand will probably regulate that. The man who needs the tobaccos will pay the price, and the man who does not, will stay out of the market.

Raw material is essential in any industry. If the manufacturer thinks the prices are high his stocks on hand will determine just how heavily he will participate in buying the 1918 crop.

While no sales and prices have been quoted from Lancaster County, there are rumors in the Philadelphia trade that very considerable transactions have taken place in a very quiet sort of way.

VALUE!

MANILA CIGARS selling at retail from five to fifteen cents gives the American Smoker the best Values he can possibly obtain at the present time.

THE PHILIPPINE GOVERNMENT fully guarantees that Manila cigars are hand-made, long filler, and that the tobacco they contain is free-burning, sweet and prime from the famous Cagayan Valley, Luzon.

MANILA CIGARS are a QUALITY proposition that no jobber or dealer can afford to overlook.

The Smoker Gets More For His Money and You Can Get More For Yours By Handling Manilas

For list of Manila manufacturers and American Importers write to

MANILA AD AGENCY 546 West 124th Street, New York

MAPACUBA
CIGARS
A Sure Fire Hit
It will pay you to push this superfine, strongly advertised 10 cent Cigar. It's a cash-getter of the first water. Stock up!
Manufactured by
BAYUK BROS. CO.,
Philadelphia, Pa.
THE ALL-DAY, EVERY-DAY SMOKE

Your Prospective Customers
are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 6000 different national Lists, covering all classes; for instance, Farmers, Noodle Mfrs., Hardware Dlrs., Zinc Mines, etc. *This valuable Reference Book free.* Write for it.
Strengthen Your Advertising Literature
Our Analytical Advertising Counsel and Sales Promotion Service will improve both your plan and copy, thus insuring maximum profits. Submit your literature for preliminary analysis and quotation—no obligation.
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Meeting 4th Tuesday of each month at Hotel McAlpin

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

REGISTERED LABELS and bands, also molds at low prices; at 240 North Fourth Street, Philadelphia, Pa.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York City.

WANTED

MOLDS WANTED—Londres shape. Address S. Monday & Sons, 34 South First Street, Brooklyn, N. Y.

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made.
J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

HEAD SALESMAN WANTED

TRAVELING SALESMAN WANTED—A well-known Briar Pipe Manufacturer requires the services of an experienced Traveling Salesman. Only men of the highest type will be considered. Remuneration sufficient to interest a big man. In your reply state age, experience, territory covered, and any other details that will aid us in favorably considering your application. All communications treated in strict confidence. Address your reply to Manufacturer, Box 240, "Tobacco World," Philadelphia.

Greek Tobacco

(*Continued from Page 10*)

"By far the most interesting phenomenon of the year from an economic standpoint is the great increase in the value of tobacco shipped to the United States from Greece. This increase has been enormous in the past three years. In 1915, the value of tobacco exports was $2,914,627; in 1916 it had increased to $5,666,275; and in 1917 to $14,422,703. Higher prices partly account for this increase, but there has also been a much larger amount of tobacco purchased in Greece by American firms since the closing of the Bulgarian and Turkish markets and the virtual closing of the Macedonian market since the fall of Cavalla. The demand for Agrinion and other tobacco grown in old Greece has been greatly stimulated thereby."

In order to form conclusions, there is nothing so valuable as various viewpoints, but from the above the conclusion is scarcely admissible that "prices are due to be low."

An exchange thinks that the pre-war salesman has had his day and that "War work drives and Liberty Loan campaigns have developed an appetite in the public that will not be satisfied by the quiet, persuasive methods we have known." On the contrary, we believe that the public has been fed up with drives, and that the quiet, persuasive method will be a winner.

When Distress Calls the Red Cross Answers "HERE!"

NOW the Red Cross calls! The annual Christmas Roll Call of members will echo throughout the land the week of December 16th to 23rd.

Membership in the Red Cross now is more than duty—it is an honored privilege, and an evidence of loyalty. When the Roll is called, your conscience, your sense of right and justice, your love of country and your devotion to the highest ideals of unselfish service all suggest that you answer "HERE!"

All you need is a heart and a dollar
These entitle you to membership for one year.

When you wear your button, signifying that you are a member, you will not be asked to join again this year—it means that you have answered the Roll Call.

Join—be a Christmas member—but just join once.

Our soldiers and sailors look to the Red Cross for comforts. They have never been disappointed.

The Red Cross looks to you for the moral support of your membership. Answer "HERE!" when the Roll is called.

Join the Red Cross

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This space contributed for the Winning of the War
1918
Wear Your Button
Fly Your Flag

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Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

JOSE F. ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

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Packers and Jobbers in All Grades of **LEAF TOBACCO**
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MANUFACTURERS OF CIGAR SCRAP TOBACCO

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QUALITY HAVANA
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K. STRAUS & CO.
Importers of
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LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306NO. THIRD STREET, PHILADELPHIA

Leaf Exports Jump

ACCORDING to Government reports the export of leaf tobacco from the United States during August, 1918, represents an increase over the previous month of July of about eighteen million pounds. There was a total of 57,202,588 pounds against 19,284,592 pounds in the corresponding period last year, which is an increase of 37,917,996 pounds, and an increase of 18,582,348 pounds over the previous month of July, 1918.

The United Kingdom was the largest individual buyer, having purchased 32,646,758 pounds, which was a gain over the last year period of 31,129,482 pounds, and an increase over the previous month of 17,950,706 pounds.

France ranked second to the United Kingdom, purchasing 5,427,985 pounds, which represents an increase over the same period of 1917 of 2,405,032 pounds and 444,105 pounds over the previous month of July.

Canada, who has always been a moderate buyer, now ranks third, purchasing 2,972,343 pounds, against 1,929,831 in the same period last year, and as against 2,563,346 pounds in July, 1918, which is a large increase of 1,042,512 pounds and 408,997 pounds, respectively.

The countries to which more than a million pounds of leaf tobacco, stems and trimmings were shipped in August, 1918, are: Spain, Italy, Argentina, China, Australia, British West Africa and French Africa. Spain decreased 4,934,368 pounds; Italy decreased 1,887,809 pounds; Argentina increased 1,348,481 pounds; China gained 2,511,920 pounds. Australia purchased 1,327,617 pounds, while in the same period last year she made no purchases. British West Africa shows an increase of 806,447 pounds, and French Africa increased 787,521 pounds.

TO STANDARDIZE TOBACCO HOGSHEADS

Standardization of tobacco hogsheads is being worked out by the United States Railroad Administration and the War Industries Board, according to recent announcements. In order to permit the full utilization of equipment in the shipment of tobacco, a plan for the adoption of the so-called "standard hogshead," which will allow double tiering in freight cars used for this purpose, is being worked out. Under the proposed arrangements, instead of requiring 50,000 cars to move 1,000,000,000 pounds of tobacco, probably the same amount can be transported in 35,000 cars by use of the standard containers.

Under the present system tobacco to be used in the manufacture of cigarettes, chewing and smoking tobacco moves in hogsheads 48 by 52 inches, 48 by 56 inches or 48 by 60 inches, which does not permit full utilization of equipment. An effort is now being made to have adopted a standard hogshead 46 by 48 inches.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
INCORPORATED
LOUISVILLE, KY., - - U. S. A.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

October Cigar Output

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of internal revenue collections for the month of October, 1918:

Products.	*1917.*	*1918.*
Cigars, large, Class A..No.	226,949,027	74,554,953
Cigars, large, Class B..No.	378,841,111	363,849,422
Cigars, large, Class C..No.	141,123,279	164,390,799
Cigars, large, Class D..No.	2,517,051	1,910,510
Cigars, large, Class E..No.	2,626,055	2,832,318
Total	752,056,523	607,538,002
Cigars, small .....No.	101,344,527	64,111,160
Cigarettes, large .....No.	3,070,147	3,266,750
Cigarettes, small .....No.	3,403,435,832	3,031,900,975
Snuff, manufactured ..Lbs.	2,887,548	3,049,565
Tobacco, chewing and smoking .....Lbs.	42,188,430	39,440,893
Playing cards .....Packs	2,413,901	2,971,752

NOTE.—The figures for October, 1918, in above statement do not contain imports of tobacco products from the Philippine Islands, and are subject to change until published in the annual report of the bureau.

WAR INSURANCE RATE REDUCED

Washington, D. C.

The Government war risk insurance rate to England, France and certain of the Mediterranean ports has been reduced to one-eighth of one per cent. This is the rate now charged by the British Bureau of War Risk Insurance for this same voyage. In announcing the change, the Secretary of the Treasury states that this reduction has been brought about by the fact that the terms of the armistice, in so far as the naval situation is concerned, have been complied with and practically the only risk now covered by war policies is that of mines. Prior to the signing of the armistice the transatlantic rate was two per cent.

ONE BY ONE

The Christmas number of "Hussey's Little Traveler," has an editorial that is worth quoting from, as you will think when you read the following excerpts:

"One by one the kingdoms of the earth lost their kings. One by one the peoples of the different nations recover their divine right to rule themselves. One by one the kaisers go. It is all an incident in the Great Scheme of Things.

"So in the great incident just closed in Europe we see but another step forward in the world's progress toward humanity—another evidence of the trend of civilization.

"We helped as an agent of democracy, but we must go a step further to make the operation a complete success. We must welcome the new nations to our brotherhood of freedom, be patient with them, help them—be kind."

The American Tobacco dividend certificates, series D, due March 1, 1921, have been admitted to list by the New York Stock Exchange.

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

TURKISH CIGARETTES
CADO COMPANY, INC.
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BRANDS { Fifty-Six - - - - 10 for 25c
Cado - - - - - 10 for 15c
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T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
East End Avenue and 81st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 135 Grand Street New York
LIVE DISTRIBUTORS WANTED

Cork Tips **Cork Bobbins**
BOUCHER CORK & MACHINE COMPANY, Inc.
216 WEST 18TH STREET NEW YORK

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

GRAND FLEET:—40,855. For all tobacco products. November 23, 1918. American Litho. Co., New York City.

BROADSTONE:—40,856. For all tobacco products. November 20, 1918. Central Cigar Mfg. Co., New York City.

HAVANA KICK:—40,857. For all tobacco products. November 11, 1918. Max Roth, Los Angeles, Cal.

HAVANA PUNCH:—40,858. For all tobacco products. November 11, 1918. Max Roth, Los Angeles, Cal.

WORLD BROTHERHOOD:—40,859. For all tobacco products. November 23, 1918. American Litho. Co., New York City.

UNDER FOUR FLAGS:—40,860. For all tobacco products. November 18, 1918. Heywood, Strasser & Voigt Litho. Co., New York City.

FOUR FLAGS:—40,861. For all tobacco products. November 18, 1918. Heywood, Strasser & Voigt, New York City.

LOS STATES DE LUXE:—40,862. For all tobacco products. November 26, 1918. A. Kern, New York City.

MAX ROTH:—40,863. For cigars, cigarettes and tobacco. November 29, 1918. Max Roth, Los Angeles, Cal.

GENERAL PAUL B. MALONE:—40,864. For cigars. November 27, 1918. Central Cigar Mfg. Co., New York City.

GENERAL BULLARD:—40,865. For all tobacco products. November 20, 1918. Central Cigar Mfg. Co., New York City.

PEACE DAY:—40,866. For all tobacco products. November 30, 1918. The Moehle Litho. Co., Brooklyn, N. Y.

NOTHING BUT QUALITY:—40,867. For cigars, cigarettes and tobacco. July 15, 1918. Porto Rico Export Co., Chicago, Ill.

FACOTS:—40,868. For all tobacco products. November 30, 1918. Axton Fisher Tobacco Co., Louisville, Ky.

CZECHOSLOVAK:—40,869. For cigars, cigarettes and smoking tobacco. November 30, 1918. A. Whitelaw, Binghamton, N. Y.

SUPERTONE:—40,870. For all tobacco products. November 23, 1918. American Litho. Co., New York City.

AVE MARIE:—40,871. For all tobacco products. November 23, 1918. American Litho. Co., New York City.

TAN PELT:—40,872. For all tobacco products. October 5, 1918. American Litho. Co., New York City.

LA CITATION:—40,873. For all tobacco products. October 26, 1918. American Litho. Co., New York City.

CROIX DE GUERRE:—40,874. For all tobacco products. December 4, 1918. M. M. Harrison, New York City.

EDMOND ROSTAND:—40,875. For cigars, cigarettes and tobacco. December 5, 1918. American Litho. Co., New York City. This title was originally registered by Geo. S. Harris & Sons, New York City, the predecessors of the American Litho. Co., November 5, 1898.

TRANSFERS

REPLY:—30,779 (Tobacco World). For cigars. Registered March 9, 1915, by H. J. Fleischhauer, Philadelphia, Pa. Transferred to the Universal Cigar Co., Inc., Philadelphia, Pa., December 4, 1918.

DOUGHBOY:—40,432 (T. M. A.). For all tobacco products. Registered October 29, 1917, by George Schlegel, New York City. Transferred to H. H. Heusner & Son, Hanover, Pa., December 6, 1918.

GREAT CENTRAL:—10,212 (Tobacco Leaf). For cigars. Registered April 30, 1895, by H. Rosenberg, New York City. Transferred to Lititz Cigar Co., Lititz, Pa., and re-transferred to H. Raymond Meiskey, Lititz, Pa., November 5, 1918.

ALMOVAR:—23,022 (Tobacco Leaf), and **26,479** (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered March 26, 1902, by American Litho. Co., New York City. By various transactions was acquired by A. E. Wallick, and re-transferred to John C. Herman & Co., Harrisburg, Pa., April 3, 1918.

Mrs. Willis—"When you begin to puff on that old thing, I can't help thinking that I wish you would get some new pipes."

Mr. Willis—"The same way I feel, dear, when I hear you sing."—"Judge."

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Specially equipped for the rapid handling of Tobacco
FREE AND BONDED SPACE
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Key West Cigars
DISTINCTIVE AND MILD
Manufactured by Cuban experts on the Island of Key West (just 89 miles from Havana)
Selected Havana Filler with Genuine Shadegrown Wrappers combine to make a cigar of
EXCEPTIONAL CHARACTER AND MILDNESS
Attractive Line of Shapes at 10c--2 for 25c—15c and 20c
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111 Fifth Avenue - - New York City

The Tobacco World
Established 1881

Volume 38 December 15, 1918 No. 24

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H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

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NEW YORK

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MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
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On account of the prevailing high cost and scarcity of material, labor, etc., we have decided to close out and discontinue a large number of attractive stock labels with title and design rights.

We are also closing out at exceptionally low prices the entire line of stock labels formerly made by Krueger & Braun, of which firm we are the successors.

We still have a quantity of attractive stock cigar bands, which we will also close out at prices far below the present cost of producing such bands. Write for samples and prices.

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QUALITIES

DAMPTITE Containers preserve the *Freshness* and *Natural Aroma* of cigars as they leave the bench until they reach the consumer.

SIZES

We are equipped to make immediate delivery of Square DAMPTITE Containers in 3" and 3 1/4" sizes; Round DAMPTITE Containers 3 11/16" and 4 3/16". Same can be furnished for any cigar length required.

Send us a sample order at once and be convinced of the superior merits of this package

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